

Medallia

DISCOVERY DEMO

Intelligently Using AI:
Optimize CX & Contact
Center Experiences the Right
Way



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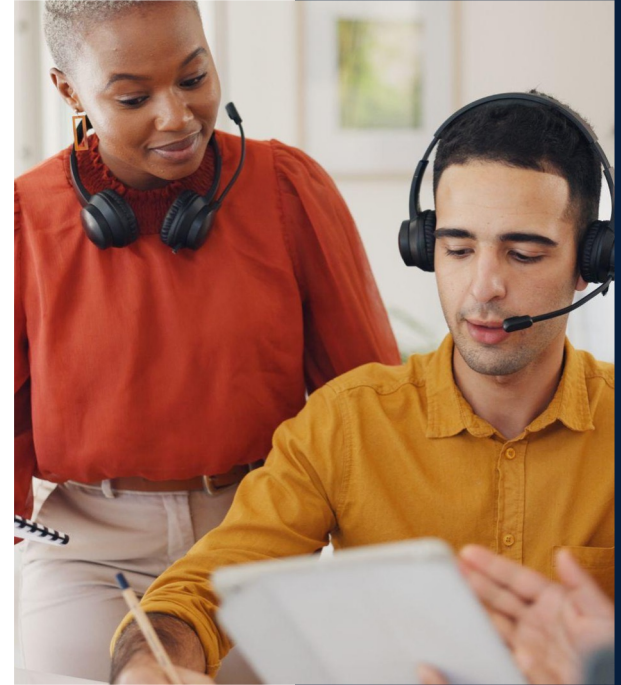
Senior Solutions Engineer



Agenda

For today's webinar

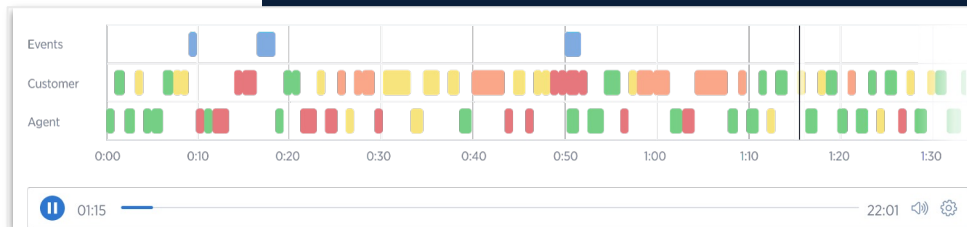
1. Results from our market research study on contact center experiences
2. Comprehensive Demo of Medallia
3. 5 actionable best practices to improve experiences using CC data



AI is everywhere in the contact center

AI has been a key technology in contact centers ever since it started being possible! Like:

- Call transcription
- Acoustic analytics
- Many kinds of text analytics
- Automated Summaries
- Intelligent agent coaching



Agent @ 0:03

😊 Thank you for calling Menlo Bank. 🗣️ **This call may be recorded for quality monitoring purposes.** 😊 My name is Nicole who do I have the pleasure speaking with today?

Customer @ 0:15

😞 **I'd like to cancel my credit card.** 🗣️ Can you help me with that please?

Intelligent Summary

The caller contacted Menlo Bank to cancel their credit card due to a better rate offered by another bank. The agent verified the caller's identity and account details, and then initiated the credit card cancellation process. The caller confirmed that they had paid off their outstanding balance through autopay. The agent confirmed that the credit card account had been canceled and that they would receive a confirmation letter with their final payment in the mail within two weeks. The caller was not eligible for the 25% off promotion offered by the bank, but the agent offered to help the caller open another credit card in the future. The issue was solved.

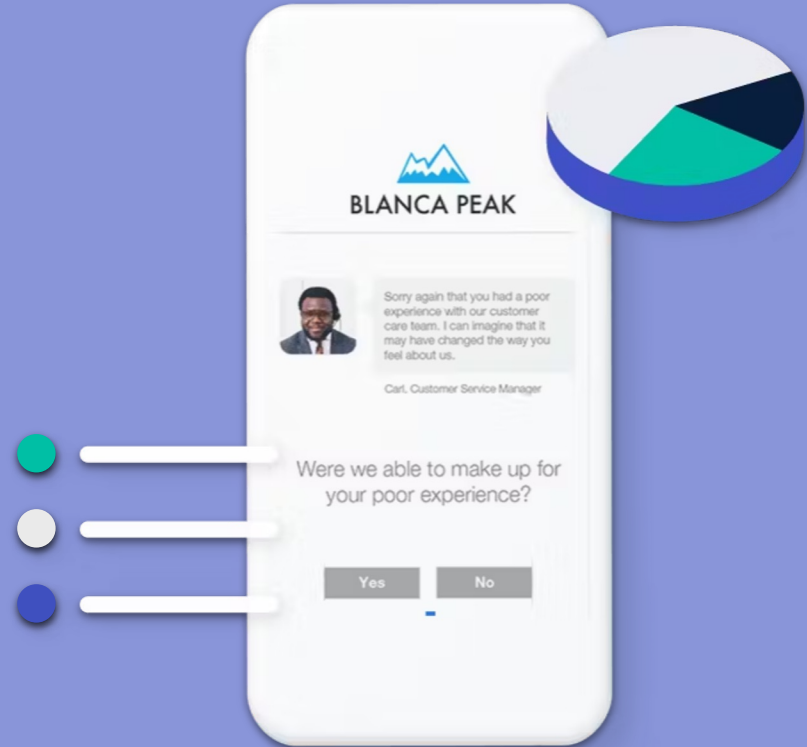
Is this summary accurate? Yes No

We did a survey!

To figure out customers' most pressing concerns with the contact center, and help us see where AI can help solve some of those issues.

Here's how we did it:

- Using our research panel, we surveyed ~**2,000** U.S. consumers
- Across **15** industries
- Whose last customer service experience happened at various **times of the day** and **days of the week**





Market Research Study on Contact Center Experiences

Contact center experiences are customer experiences

% selecting “Agree” or “Strongly Agree”

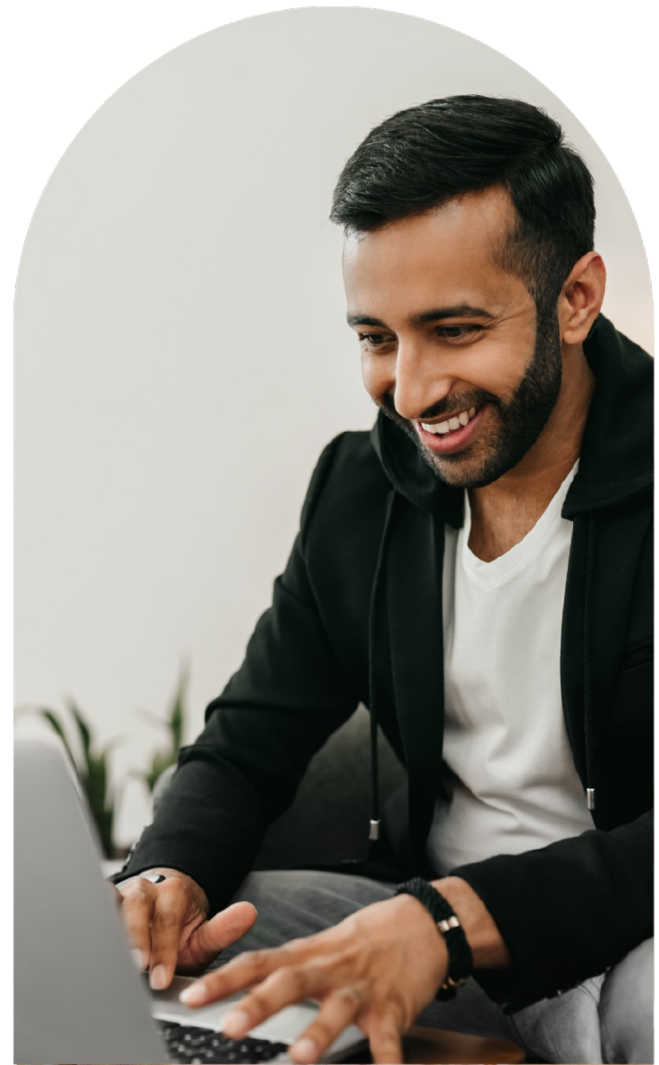
57%

say their most recent customer service interaction affected their perception of that company overall

59%

say they prioritize being a customer of one business over another based on the quality of customer service

From Medallia Market Research March 2024 Contact Center Survey (n = 2,000); “For each of the following statements, select the choice that best reflects what is true for you on that occasion”



Understanding contact center experience challenges

1

Self-Service Problems

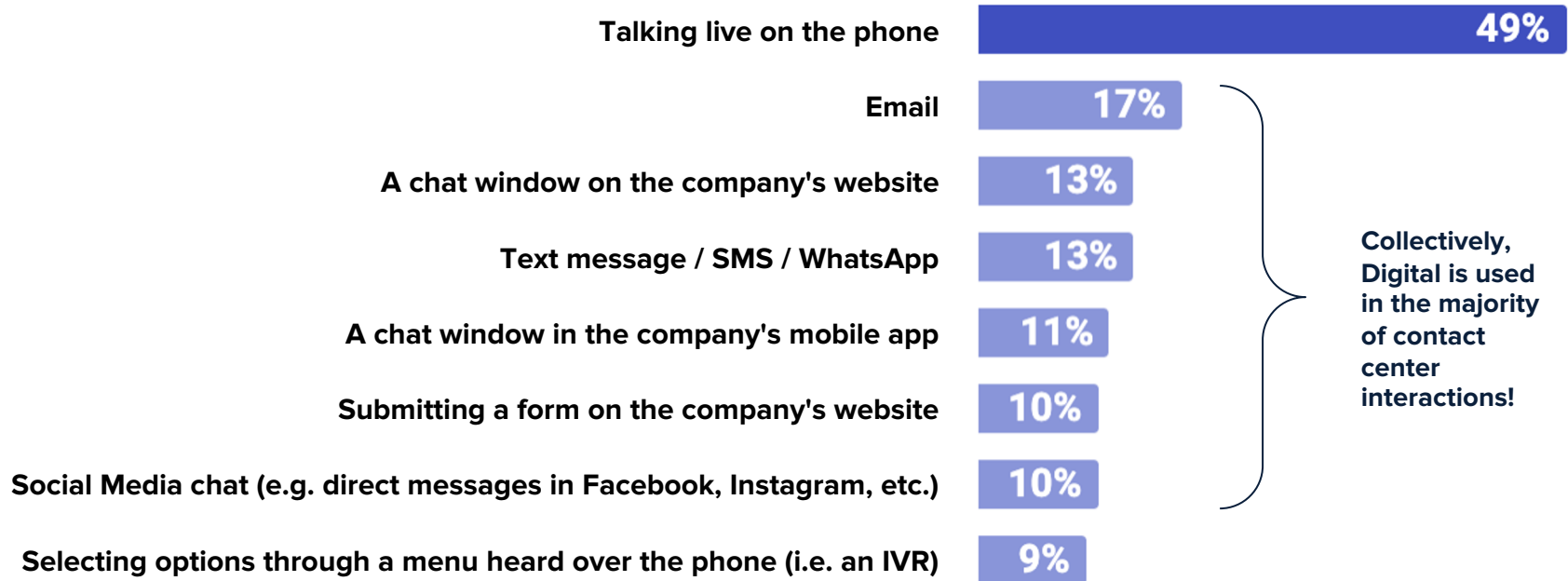
Self-service options not always easy to find

Limited self-service options

Self-service options unintuitive/ unhelpful leading to frustration

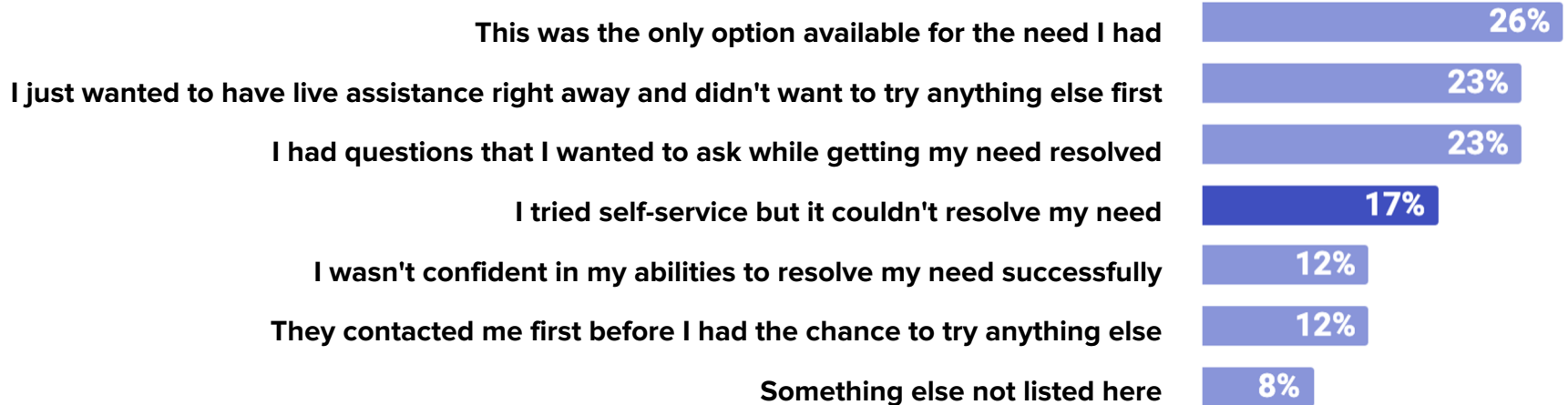
Phone single most common, but Digital just as important

Channels used in most recent interaction:



While 1 in 6 attempt self-service before contacting customer service, many don't know what to do

Reasons why interacting with Contact Center:



But customers still have an appetite for self-service!

It's worthwhile for brands to invest in robust digital self-service options

% selecting each level of agreement

Disagree Neutral / No Opinion Agree Net agreement

"When needing assistance, I prefer my first step is to use self-service tools or automated help before possibly speaking with a live person"



+24ppt

"Social media messages and text messages should be more often used as a way of receiving customer service"



+17ppt

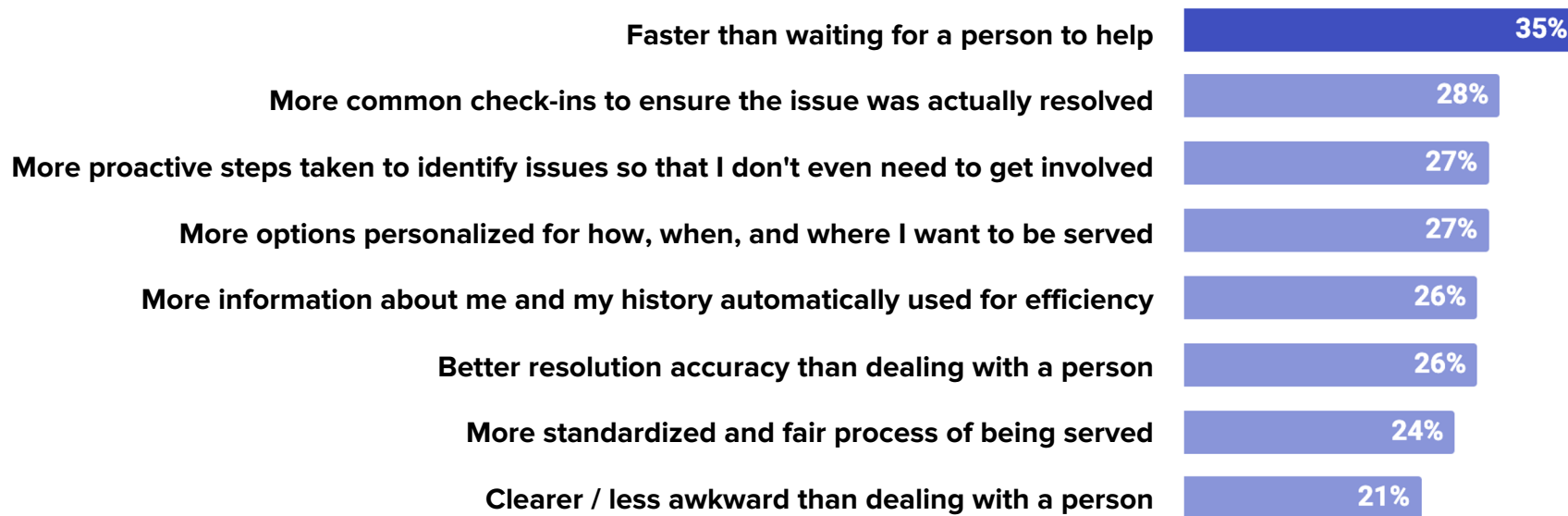
"Artificial intelligence (AI) will overall improve the customer service process in the future"



+8ppt

Customers think AI can help with speed and proactivity

How AI will improve customer service, according to those who believe it will:



From Medallia Market Research March 2024 Contact Center Survey (n = 691); “You indicated you expect artificial intelligence will improve the customer service process in the future. In what way(s) do you expect this to be the case?” Among subset who indicated they believe AI will improve customer service

Understanding contact center experience challenges

1

Self-Service Problems

Self-service options not always easy to find

Limited self-service options

Self-service options unintuitive/ unhelpful leading to frustration

2

Unmet Expectations

Customers want more options to get help, so they don't always have to call

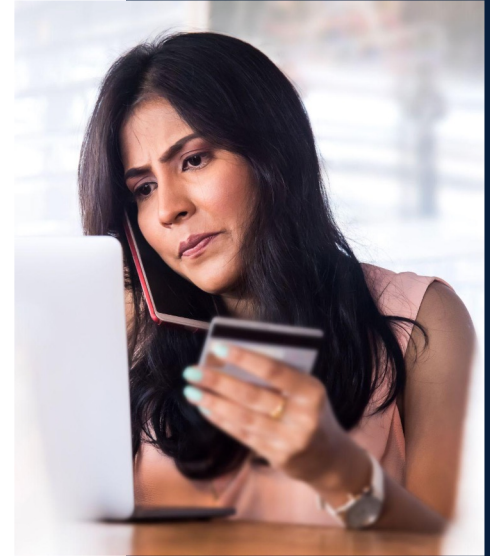
Issues can be left unresolved even after a call

Unresolved issues present a churn risk

First-call resolution is key for customer retention and loyalty

38% of customer service interactions leave issues either fully or partially unresolved.

For those with unresolved issues, **1 in 8** will bring their business to a competitor instead.



Understanding contact center experience challenges

1

Self-Service Problems

Self-service options not always easy to find

Limited self-service options

Self-service options unintuitive/ unhelpful leading to frustration

2

Unmet Expectations

Customers want more options to get help, so they don't always have to call

Issues can be left unresolved even after a call

3

Low Agent Engagement

Agents aren't equipped with the right knowledge

High turnover rates

Higher volumes of calls and agents to handle than ever but with the same resources

Agent accuracy could be improved

Sentiments on the interaction, % agreeing

32%

“I was told something by customer service which turned out to be incorrect”

43%

“During the process, I had to provide the same information more than once”



What's this all mean?

1

Quality customer service affects many consumers' choice of one brand over another, especially agent friendliness and personalized experiences

2

Calls are most used method of interaction, but **digital interactions collectively are the majority**.

3

Most customers assume self-service won't solve their issue, and the majority who try give up within 30 mins.

4

Customers are cautious, but **want you to make AI-driven changes**, especially to drive shorter wait times – an improvement they want more than anything else.



The Medallia Difference:

Connect Every Experience w/ Continuous, AI-Powered Innovations that Customers and Employees Love





Demo:

[Take a tour of Medallia Contact Center Suite](#)

Key Demo Takeaways

AI takes you from signals to action across every part of customer experiences – everywhere they happen.

AI for Every Conversation

Provide Agents with contextual awareness of each customer's personal journey

Coach Frequently & Collaboratively

Empower agents with more real-time feedback and data to improve their knowledge and confidence

Analytics Need to be Widely Shared

Derive important analytics for internal business partners to improve the root cause of customer service frustrations

Contact Center Data = CX Data

Understand the customer experience across all channels and formats to predict key outcomes your org is targeting



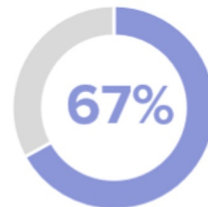
Best Practices

#1

Build robust performance management to inspire positive, engaged & productive employees

How Do I Do That?

- Leverage text & speech analytics to identify recurring issues, topics leading to repeat contacts, etc & insights into employee feedback
- Take timely action on employee feedback
- Take an interaction-level approach to assessing performance
- Managers should cite specific content and provide actionable, data-backed feedback, focusing on **necessary** skills and behaviors
- Connect performance to meaningful, observable business results



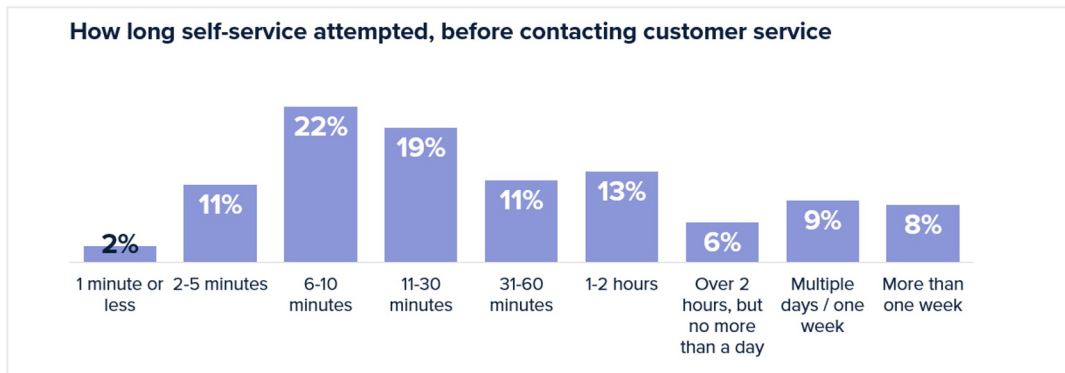
“A nice and **friendly** customer service agent affects my opinion of the company **more than** how quickly or completely my issue can be resolved”

#2

Make self-service options easier and more intuitive to use

How Do I Do That?

- Invest in self-service workflows,
- Continuously improve FAQs and chatbots to handle emerging issues
- Continuously monitor the performance of self-service workflows

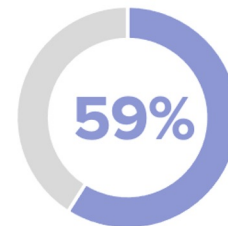


#3

Treat the contact center as a vital data source & driver of customer loyalty

How Do I Do That?

- Take comprehensive action on the results of your analyses and bring in other teams to holistically improve performance and CX
- Ensure that tailored dashboards are available across your org
- Ensure relevant analytics are being used according to best practices
- Ingest as many sources of customer data as possible



“I prioritize being a customer of one business over another based on their quality of customer service”

#4

Combine conversational intelligence with other signals to quickly and holistically understand interactions

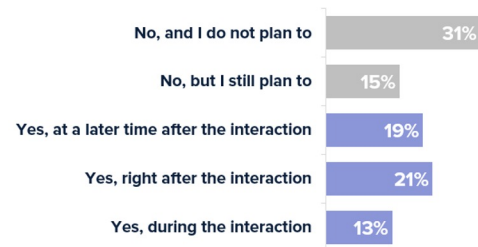
How Do I Do That?

- Use text & speech analytics on support interaction transcripts / audio files post-interaction
- Ensure you're getting a holistic view of experiences in your reporting
- Connect analytics to clear actioning protocols



"I received a request to provide feedback on the support I received"

Did customer provide feedback?



Summing it up

- 1 Build robust performance management to inspire positive, engaged & productive employees
- 2 Treat contact center data as vital to driving customer loyalty
- 3 Combine AI-powered analytics w/ post-interaction surveys
- 4 Make self-service options easier and more intuitive to use



Thank you!

If you would like to connect with a Medallia expert or continue the conversation, don't hesitate to [contact us](#).

Medallia



Appendix

Additional insights and resources

How UMB Used Speech Analytics to Reduce Costs and Improve Customer Experience

Challenge

UMB Bank receives around 1.2 million calls into the contact center per year, and needed to rethink customer support to ensure they were providing an unparalleled customer experience.

Solution

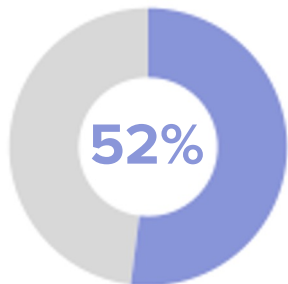
Through the automatic dispositioning of calls, the company can see what each customer is calling about and there have been numerous improvements to their online presence and product offerings.

Results

With access to conversation intelligence and sophisticated AI, they have been able to uncover customer insights that have **resulted in millions of dollars in cost savings** through a **20% improvement in first call resolution**

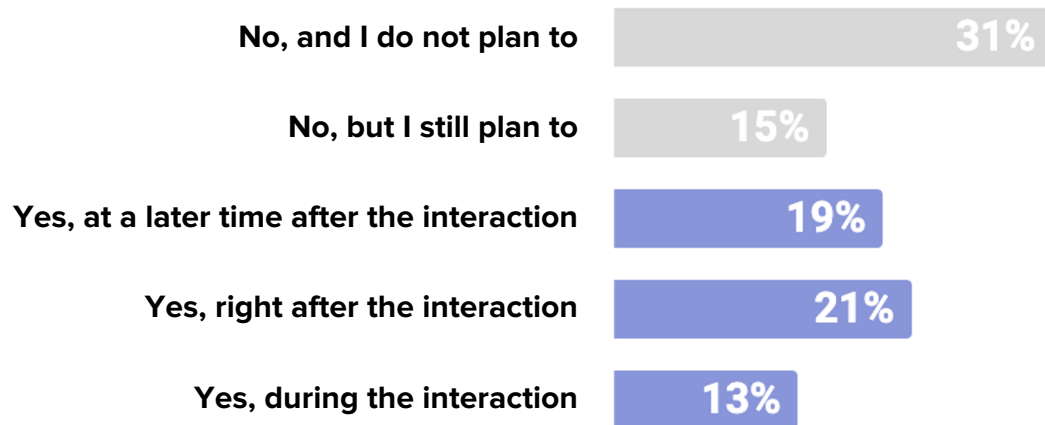
Many customers are providing feedback

Post-call feedback can be a rich source of experience data



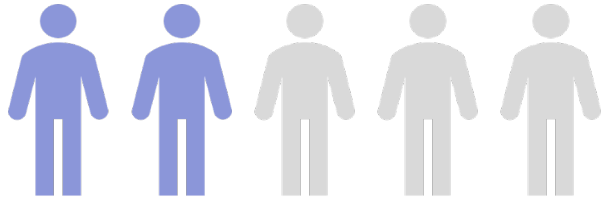
“I received a request to provide feedback on the support I received”

Did the customer provide feedback?



Overall satisfaction could be better

Less than half of customers gave top-box answers



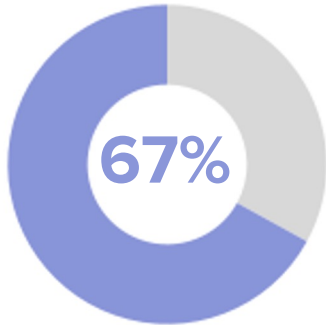
41%

**Rated their interaction as a
9 or 10 on a 0-10 scale**

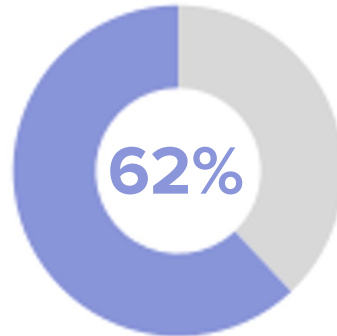


What's important in customer service? Friendliness and personalization

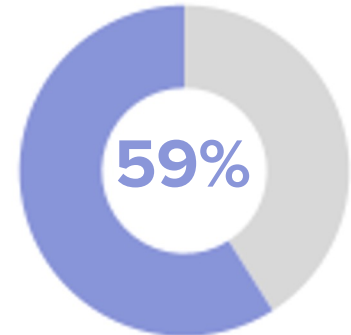
% selecting "Agree" or "Strongly Agree"



“A nice and friendly customer service agent affects my opinion of the company more than how quickly or completely my issue can be resolved”



“Customer service quality is highly dependent on how personalized the experience is to my needs and preferences”

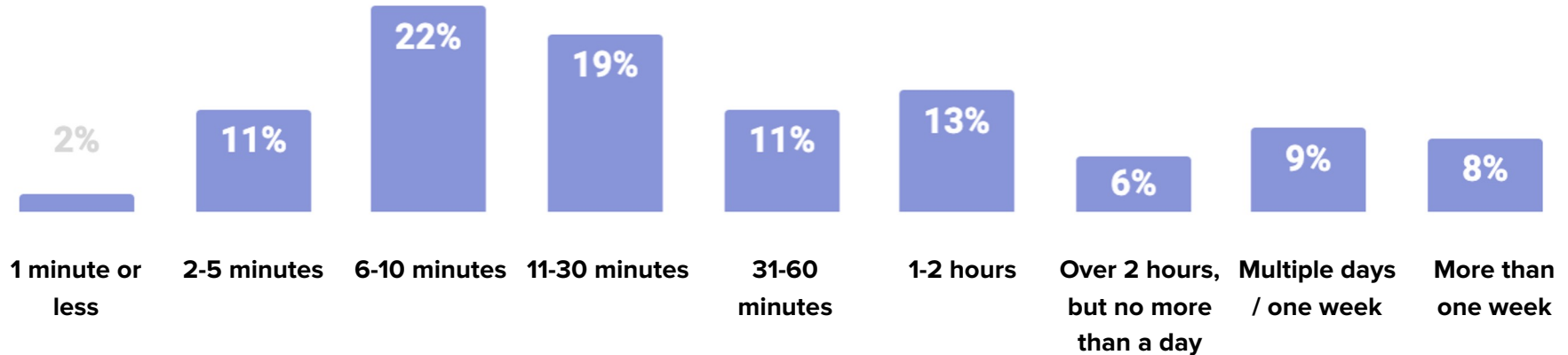


“I prioritize being a customer of one business over another based on their quality of customer service”

If self-service options aren't clear, they give up...

...and they end up calling the contact center, driving up call volumes.

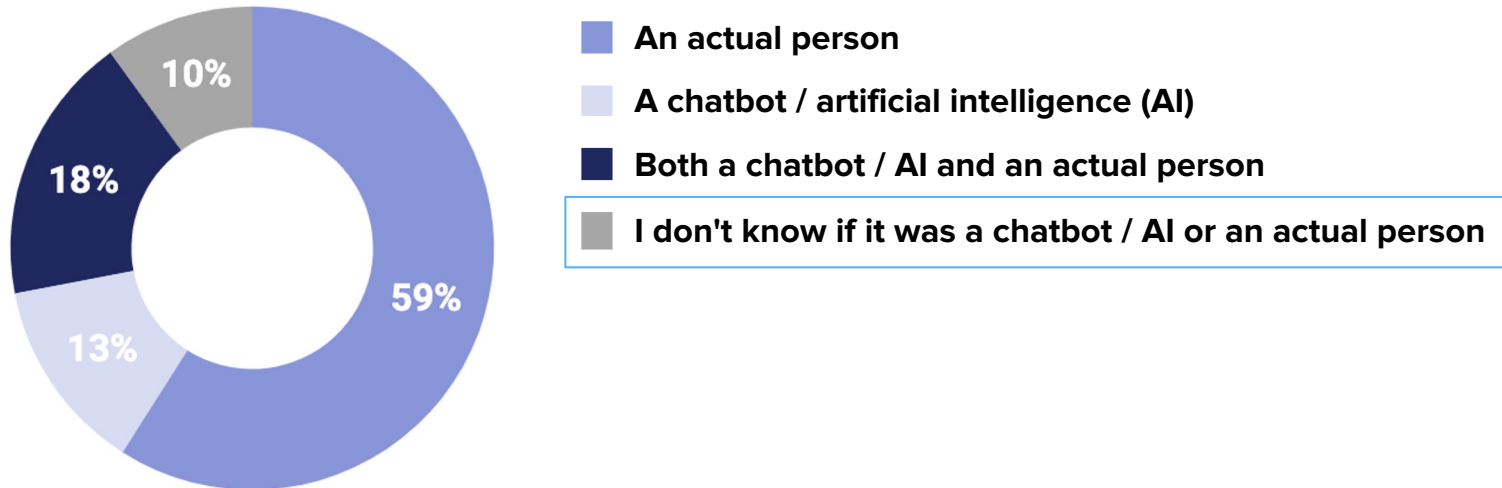
How long self-service attempted, before contacting customer service



From Medallia Market Research March 2024 Contact Center Survey (n = 343); "You indicated you first tried to self-serve before seeking help from customer service. How long was the period of you trying to resolve it yourself before you stopped?" Among subset who indicated they first attempted self-service

10% of customers couldn't tell if it was AI or an actual person that assisted them

When asked how the customer recalls being assisted



Brands could improve proactiveness

Proactively detecting and resolving issues builds trust

I was informed of the issue by the company before I discovered the issue myself

36%

The company had already taken a step to resolve the issue before I got in contact with them

35%

