

Engagement Analytics

Simplifying the Complexity of Big Data





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Introduction

Customer expectations are changing rapidly. Today's consumers routinely use more communications channels than ever before, such as social media and ubiquitous mobility, and expect companies to respond to them in an effective and personalized way. Moreover, they frequently use multiple channels to accomplish a single task. This can result in consumer data being housed in discrete functional silos within the enterprise, making it difficult for organizations to have an omnichannel view of the customer journey and communicate across channels consistently and contextually.

To optimize customer engagement, organizations need to understand the end-to-end customer journey. They also need the ability to leverage all relevant information in their customer interactions, regardless of the channels used or where the data resides within the enterprise. Through a combination of strategic consulting, managed services and a robust analytics platform, Verint® Systems can enable organizations to bring together an omnichannel view of the customer journey, identify key drivers and root causes of these engagements and enable employees to take action on the insights to help transform customer engagement.

Understanding the Customer Journey

In today's fast-paced world, many customers are always connected, often with multiple devices, and have the ability to interact with companies through the channels of their preference. Frequently, they start their journey in one channel and interact with other channels to accomplish their objectives.

As customers use more channels than ever before to communicate with—and about—organizations, they are increasingly driving the relationship they have with your business. Consumers may choose to interact with you through different channels based on convenience, recommendations from others, the phase they're in along their journey, or where they had previous success engaging with your company or other companies. Moreover, they expect that your organization has full insight into all of their prior interactions and will respond in a cohesive, personalized, consistent way.

Capturing interactions and communicating with customers across many individual channels—*multichannel communications*—can be challenging enough. However, capturing information across many different channels, linking the data to gain a single, consolidated view of all of a customer's interactions, and delivering service that reflects this awareness—*omnichannel communications*—can be more challenging still.

Omnichannel communications are important for driving customer engagement—the level of interaction that individual consumers have, either directly or indirectly, with your company or brand over time. Unlike customer experience, customer engagement encompasses an ongoing relationship with a product or brand, as opposed to an experience at a single point in time. The goal is to build an ongoing dialog with customers that engenders familiarity and some level of emotional attachment to your brand, products, or services.

Looking beyond channels of engagement, the quality of customer journeys and level of engagement your organization can drive often depends heavily on your staff.



Employees can provide valuable insight on how customers are engaging with your business. Front-line staff can identify customer pain points and recommend improvements to help enhance interactions. They can also help your organization understand the amount of effort required for certain tasks, and—in collaboration with cross-functional groups—can identify where process, system or knowledge gaps are hindering them from delivering the desired customer experience. By engaging employees, your organization can gain a greater understanding of the customer journey, as well as better define and prioritize improvements to help optimize customer engagement.

Evaluating customer journeys can enable your organization to understand where silos exist, where handoffs between groups are inefficient, where customer touchpoints are unnecessary, and where expectations were not accurately set or delivered upon. Instead of focusing exclusively on channels and individual touchpoints, you can gain a more holistic view and a deeper understanding of the broader context of interactions, helping you deliver a more consistent experience across channels.

Challenges to Understanding Journeys and Optimizing Engagement

Many organizations recognize the importance of engaging their customers across a variety of channels, yet find it challenging to link all the interaction data together for contextual insights that present a single view of the customer's journey. For example, if a customer makes an inquiry by phone, then engages in an online chat session and later performs a transaction on the web, can your organization piece the different interactions together to understand when and why your customers switch channels, and how that impacts your business? Often, enterprises do not have the right level of visibility and understanding across every channel, every interaction, every process and every outcome. But if you don't understand your customer journeys, how can you enhance them to truly optimize customer engagement?

Your organization may also be challenged with how to leverage the massive amounts of structured and unstructured data and journey insights within its organizational silos. Creating a seamless experience in an omnichannel environment and being able to diagnose issues throughout a customer's journey requires a collaborative, enterprise approach to analyzing "big data." The key challenges organizations face when trying to accomplish this include:

- Keeping up with consumers who channel-hop. Organizations must be able to connect the dots from web to contact center to social media to surveys.
- Having the knowledge and resources to aggregate and analyze large amounts of structured and unstructured data. Even in small organizations, this challenge can be formidable, given the sheer number of customers, interactions, and channels.
- Identifying and understanding the root causes of customer issues efficiently.
- Obtaining solutions and consulting expertise to help predict customer actions, deliver personalized service, and reduce churn.
- Having a scalable, automated way to create and maintain customer journey maps.

Having an omnichannel view of the customer journey and the ability to identify drivers and the root cause of customer engagements can better enable you to take action on these insights. Moreover, your organization can use these journey insights to better predict customer behavior, which can help you be more proactive in your efforts to reduce churn.



Verint's Approach to Optimizing Customer Engagement

Gathering and making sense of rapidly growing volumes of structured and unstructured customer information can be a huge challenge for any company. With so many channels, problems, and options, you may wonder where you should start.

Verint has a clear vision for optimizing customer engagement and can help you get started. We take a programmatic approach to capturing data, analyzing the results, planning strategy and tactics, and engaging customers in a manner that is repeatable and scalable.

Our approach combines managed services with strategic consulting on process excellence and change management, helping organizations meet evolving business needs and create sustainable, successful customer engagement optimization programs.

Verint's core competency can enable your organization to capture and analyze data from all channels to obtain key insights that can be operationalized. You don't need to capture data from all channels at once—you can begin transforming your business by starting with one channel at a time and maximizing the benefits you get from that insight.

Verint can also help your organization plan ways to leverage its insights and enable the understanding and internalization of the data. Ultimately, this can help you drive better engagement with stakeholders by educating and empowering your employees. More important, Verint can help your organization execute across channels using closed-loop feedback processes while taking a more unified approach to brand management.



Verint's Engagement Analytics Solution

At Verint, we believe that optimizing your business means continuously listening to and engaging with customers across channels throughout their lifetime or journey, and putting customer-centric feedback and measurements at the heart of your enterprise.

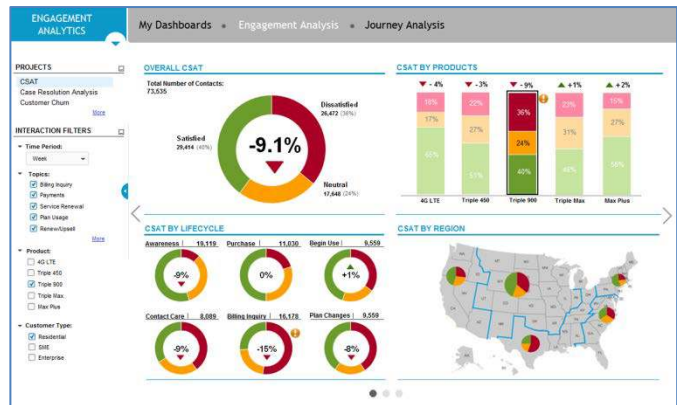
Through a combination of strategic consulting, managed services and a robust analytics platform, Verint can bring together an omnichannel view of the customer journey by capturing, aggregating, and analyzing data from all channels to help you understand root cause, measure enterprise-wide key performance indicators (such as customer effort) and benefit from advanced data visualization capabilities, such as automated journey mapping.

Armed with insights from a single view of the customer, your organization can better predict customer behavior and take action. You can also take advantage of built-in integrations within the Verint and KANA solution portfolios to help drive employee engagement, knowledge management and coaching, all on a single desktop. Our combined solutions can provide the engagement, processing and workforce applications related to customer journeys, offering you a complete perspective across channels, interactions, processes and transactions that few, if any, other companies can match.

Although every organization has a unique data set and different customer journeys, the conceptual designs below illustrate how a variety of data might be presented.

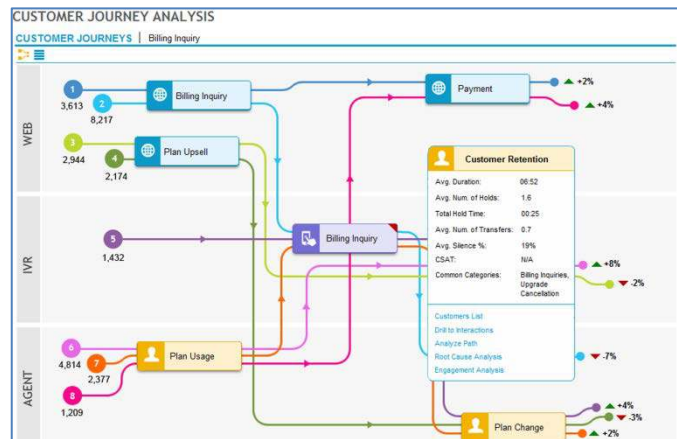
Dynamic Dashboard

- Shows cross-platform data visualizations
- Presents highly customizable views
- Offers immediate indication of problem areas



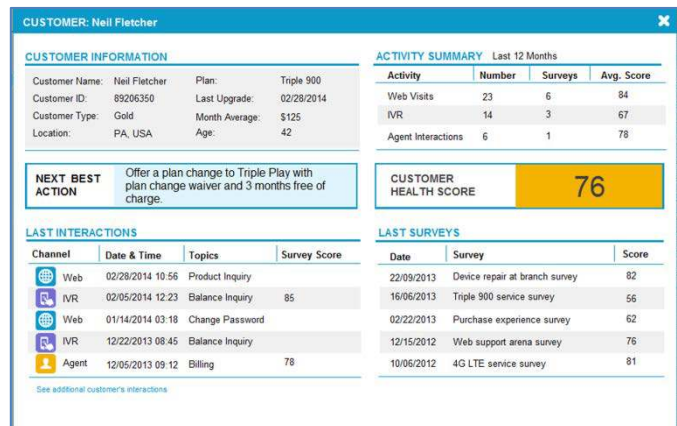
Customer Journey Analysis

- Maps how customers engage move between self-service and voice channels
- Pinpoints customer experience issues
- Allows drill-downs for root cause analysis



Individual Customer Evaluation

- Shows automated customer health scores
- Presents next best actions to help reduce churn
- Provides a single view of multi-channel interactions















Benefits of Verint’s Engagement Analytics Solution

Verint can help simplify the complexity of big data with a managed service offering that can provide an omnichannel view of the customer journey, identify drivers and root cause of these engagements and enable taking action on these insights to help transform customer engagement.

The benefits of Verint’s Engagement Analytics solution include:

- 1. Providing access to customer insights across the entire enterprise:** By evaluating customer interactions across all channels using a centralized solution, your organization can quickly determine where to focus its customer engagement efforts to help realize the greatest impact. Customer journeys across channels can be segmented, targeted, and tracked to help your organization understand trends and the root causes of issues, helping you enhance customer interactions and create more consistent experiences. Through the facilitation of omnichannel data capture and analytics, visualizations, and automated journey mapping, you can gain a deeper, more contextual understanding of your customer data—including call recordings, emails, chat logs, Windows SharePoint Services (WSS) logs, secure messages, case notes, social media messages, and survey responses.
- 2. Empowering employees to take action on the insights:** Our solutions can help you pinpoint where opportunities exist to improve the experience throughout the customer journey. They can also help you resolve customer issues at any point to foster an efficient, closed loop process. You can drive knowledge management to agents and provide coaching, all on the same desktop, while built-in integrations within the Verint and KANA solutions portfolios can help you better operationalize enterprise strategies and achieve measurable results.
- 3. Engaging customers where they want, when they want, and how they want:** Our solutions can help you understand previous interactions and likely outcomes, and use this intelligence to deliver highly personalized service through guided processes, next best actions and offers. Aligning customer feedback with these insights generated through better engagement tracking and analysis can enable you to predict customer behavior and identify opportunities to reduce churn.

Thousands of organizations around the world rely on Verint to help them enhance customer loyalty and engagement, increase revenue, mitigate risk, and manage operational costs. Contact us to learn how Verint Engagement Analytics solutions can benefit your business, too.

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