Industrial Gas Supplier

Opportunity

A member of a conglomerate that supplies compressed and bulk gases, chemicals, and equipment around the globe, the company develops safe, sustainable, and innovative solutions for customers in heavy industry and medical environments, as well as many specialty sectors, such as agriculture, aerospace, and retail.

As an industry leader whose products and expertise have contributed to advances in industry and everyday life — from steelmaking and chemical processing to electronics and health care — for more than a century, the company views optimal customer service as core to its strategy and success.

The company's customer service team handles a variety of customer interactions, including order placement, account management, payment transactions, and customer support, while continuously looking for ways to improve the customer experience. In particular, a more robust mechanism to leverage the voice of the customer to drive process improvement and elevate customer loyalty was needed.

"We handle over a million customer interactions a year, which, collectively, contain a wealth of information about our business," says the customer experience analyst at the industrial gas supplier. "However, we didn't have a solution to systematically cultivate and harness the information for insights that we could operationalise throughout our organisation."

While the company had been listening to recorded calls for years to collect customer intelligence, the approach was labor-intensive and accounted for only a small percentage of its overall customer interactions. By adding voice of the customer analytics to automate the analysis of its broader customer interactions, the company sought to identify opportunities to improve business processes through process re-engineering and staff training, as well as better understand consumer behaviour to enhance customer satisfaction.

Solution

The company selected Verint® Speech Analytics™ and Verint Customer Feedback™ to leverage its existing technology investment in Verint Recording™, without the need for significant upgrades to its IT infrastructure and time-consuming or costly integrations.

Utilising the same unified platform as Verint Recording, the speech analytics and customer feedback solutions enable organisations to analyse information from customer interactions across voice channels. Greater visibility into customer interations allows the industrial gas supplier to quickly address issues as they arise, as well as proactively take action to improve operational performance and the customer experience.

Customer
Industrial Gas Supplier

Industry
Industrial gas

Solutions
Verint® Recording™
Verint Speech Analytics™
Verint Customer Feedback™

Region
Australia and New Zealand

Results
- Reduced call volume through process re-engineering and more targeted staff training.

- Improved customer satisfaction and retention through the development of more comprehensive customer profiles based on customer behaviour.

- Enhanced cross-functional collaboration and employee morale.

Industrial Gas Supplier

" *Verint Speech Analytics and Verint Customer Feedback has really helped us strengthen communication channels and enabled the customer service team to be a true partner to the business.* "

– Customer Experience Analyst, Industrial Gas Supplier

Deployed across its contact centres in Australia and New Zealand, Verint Speech Analytics and Customer Feedback play a key role in the company's voice of the customer programme, which is managed by a dedicated customer experience team. Using the software to analyse call content and to solicit valuable post-call feedback from customers, the customer experience team proactively looks at customer insights for issues and trends, performing deep-dive call studies to reveal root causes.

"The Verint solution is very easy to use, with an extremely intuitive, user-friendly interface," notes the customer experience analyst. "This has enabled us to assign a single resource to manage the technology and provide key data and customer intelligence, in addition to more comprehensive customer profiles, to stakeholders across our business."

Results

After deploying Verint Speech Analytics and Customer Feedback, the company identified a number of areas where it could improve business processes to reduce call volume and costs.

For example, the company was experiencing a noticeable spike in calls from customers related to gas cylinder rentals. Using Verint Speech Analytics to uncover the drivers attributing to the increase, it discovered that more than 70 percent of the calls were invoice related. Of these, nearly 40 percent were due to discrepancies in the scanning process, where a customer's cylinder was scanned incorrectly or a scan was not completed upon the cylinder's return.

From this insight, the company has since amended its quality assurance process to include measures to confirm scans are being conducted according to business rules. Additionally, refresher barcode training was implemented to help staff

deal with cylinder discrepancies more effectively. Finally, to help further minimise the impact of scanning errors and subsequent customer confusion on call volume, cylinder barcode numbers associated with customers' accounts were added to customer invoices.

"We have made great strides in optimising many business processes, which has had a direct correlation on our call volume," continues the customer experience analyst. "Additionally, through Verint Speech Analytics, we have been able to easily identify categories of high-volume, low-effort calls that we can address through process automation or self-service, as well as 'best practice' calls that we can use as part of staff training to influence agent performance."

Verint's customer analytics solutions have also helped the company improve customer retention. Using Verint Speech Analytics to automatically categorise and analyse calls based on how customers express themselves, combined with the use of Verint Customer Feedback to capture valuable post-call input from customers, the company has a vastly improved understanding of customer behaviour and the reasons associated with customer churn. It can also readily monitor shifting call patterns and changes in customer behaviour through automated trend analysis and Customer Behaviour Indicator™ functionality within Verint Speech Analytics to quickly adapt its strategy and actions.

"Overall, our customer service organisation has been able to refocus on the customer and reconnect with the broader business, both key catalysts for the results we have attained," concludes the customer experience analyst. "Verint Speech Analytics and Verint Customer Feedback have really helped us strengthen communication channels and enabled the customer service team to be a true partner to the business. Through the insights we provide, the business as a whole can dynamically focus on meeting our customers' needs."

Verint. Powering Actionable Intelligence®

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