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The power of omnichannel analytics in the contact center

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Contact centers are often mistakenly viewed as cost centers. Although it's true that substantial investments are necessary to staff contact centers with agents equipped to handle customer inquiries and solve issues, they play a pivotal role in shaping customer satisfaction and fostering loyalty. These are intangible assets that translate into tangible business outcomes, giving them a strategic value that extends far beyond cost.

Narjes Boufaden, PhD
CEO of Keatext

❞ Blind spots in the contact center

Contact center managers face numerous challenges, one of which is identifying blind spots in the customer experience. These blind spots occur when a customer's interaction with an agent seems positive, yet they provide a **low NPS score in the post-call satisfaction survey.** This discrepancy signals an underlying issue that requires investigation.

Currently, this investigation process involves a lot of manual work. **Managers need to locate and listen to call recordings or read transcriptions** to understand what went wrong. This process can be time-consuming and labor-intensive, discouraging managers from conducting thorough and systematic investigations. As a result, valuable opportunities to improve the resolution process and enhance customer satisfaction are lost.

The inability to efficiently identify and address these blind spots can have several negative consequences for contact centers. Customer dissatisfaction and churn may increase,

agent performance may suffer, and the overall reputation of the contact center may be damaged.

Therefore, finding ways to streamline the investigation process and make it more efficient is crucial for improving the customer experience and achieving contact center success.

Omnichannel analytics to the rescue

This is a use case where leveraging the power of combining insights from multiple channels can have a positive impact on the level of understanding of customer experience. Connecting the dots between customer feedback from **multiple touchpoints such as the contact center and post-call surveys** enable analysts to access more context and provide better insights into what went wrong and how to fix it, by identifying bottlenecks and areas for improvement, and optimizing processes. For example, analysts can identify areas where better agent training is needed, or

resolution processes, or information provided for self-service options to empower customers to resolve simple issues independently.

To achieve this in-depth analysis, **CX analysts need advanced analytics solutions capable of aggregating insights from multiple channels** to provide an uninterrupted view of the customer journey. An omnichannel text analytics solution can shed light on potential broken experiences in the contact center. These advanced solutions can help identify how customers are feeling, uncover underlying issues, and predict future customer behavior from noisy data.

By using the power of omnichannel analytics in the contact center, businesses can get a much better understanding of their customers, improve their service experience, and ultimately drive customer loyalty and satisfaction.

So, how can Keatext help address these issues?

Keatext is a feedback platform that can analyze feedback from all types of data sources such as call transcripts, chats, emails, surveys or reviews. It combines insights as well helps connect the dots between the different sources of feedback into a single unified view of customer experience.

Applied to the contact center, conversational analytics uncovers the "why" and the root causes of low NPS given in post-call surveys. It can even pinpoint the exact moment in a conversation that affected the NPS. This level of granularity is important for a complete understanding of issues in the contact center.

Even more, the platform provides the ability to separate a conversation into the interactions from the customer and the agent. This enables CX professionals to gain insights on agent performance and address issues that may be impacting the NPS.

Before, CX professionals would have had to manually find and read the call transcript from a post-call survey with a low NPS. With Keatext's conversational analytics, unified insights are automatically developed. These insights can be actionized to prioritize efforts to address issues in the contact center.

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How Keatext supports CX analysts

- **Unified insights:** Centralize all customer feedback sources, including surveys, reviews, support tickets, and call transcripts or chats from the contact center into a single platform for unified analysis.
- **Conversational analytics:** Analyze call transcripts alongside post-call NPS surveys to pinpoint the exact moments in conversations that impact customer satisfaction. This granular level of analysis empowers businesses to take immediate action to improve customer experiences.
- **Efficient reporting:** Keatext's cutting-edge text analytics technology empowers businesses to analyze unstructured text data with greater precision and speed in order to report efficiently on customer satisfaction.