

**CHORUSCX**



# The Definitive Guide to ChorusCX's Conversational Analytics

as Part of Our 9.1 release

# Table of Contents

<b>Introduction</b>	<b>3</b>
<b>Common Issues Contact Centers are Facing.</b>	<b>4</b>
<b>Potential Stumbling Blocks with AI Chatbots in Contact Centers</b>	<b>5</b>
<b>The Upfront Costs &amp; Training Required for AI Tools</b>	<b>6</b>
<b>Can AI Really Solve All Your Problems? Well, It's Complicated</b>	<b>7</b>
Determining if AI is right for your contact center	8
<b>The Building Blocks of CA.</b>	<b>10</b>
Automated Speech Recognition (ASR).	10
Machine Learning (ML)	10
Large Language Modeling (LLM)	10
<b>The Different Applications of CA</b>	<b>11</b>
Personalized recommendations.	11
Predicting customer behavior	11
Agent productivity & performance	11
Product innovation	12
Voice of the customer analysis.	12
Understanding consumer preferences	12
Enhancing compliance	13
Automated Quality Assurance (AQA)	13
Identifying key customer insights	13
<b>Why Choose ChorusCX for CA?.</b>	<b>14</b>
Sign up for a free 30-day trial of Conversational Analytics	14

# Introduction



## ChorusCX's Move to Enhance Speech Analytics Offering with Conversational Analytics (CA)

ChorusCX is advancing the realm of customer interaction analysis with the introduction of CA in our 9.1 release. This strategic evolution from Speech Analytics offers ChorusCX customers more profound insights into customer interactions by capturing the sentiment behind conversations. Moreover, our new embedded transcription service provides contact centers with the tools necessary to thoroughly analyze conversation content, offering valuable insights into agent performance, compliance, customer intent, and satisfaction.

These advancements enable contact centers to efficiently process large volumes of conversational data, enhancing Quality Management (QM) activities and transforming the business understanding of their customers. As a result, Encore version 9.1 promises improved service delivery and heightened customer satisfaction, transforming how contact center agents engage with customers.

### Contact Center Trends in 2024

Companies lose between \$75B and \$1.6T annually due to poor customer support.

Contact center attrition rates are as high as 42%, according to the 2022 NICE WEM Global Survey.

61% of call center leaders say call volumes have continuously increased despite the availability of self-service solutions for customers and AI-based tools like chatbots (McKinsey).

—Source: <https://www.matellio.com/blog/conversation-analytics-software-development/>

# Common Issues Contact Centers are Facing

## ○ **Extracting customer insights from each interaction at scale**

With the rise of omnichannel communication, contact centers must be able to extract insights from interactions across multiple channels. This can be a challenge when handling large volumes of data.

## ○ **Difficulty understanding or pinpointing customer sentiment**

Traditional metrics like call duration and resolution rates may not accurately reflect customer satisfaction or sentiment.

## ○ **Identifying the source of issues**

Without a comprehensive understanding of the customer journey, contact centers may struggle to pinpoint the source of the recurring problems or complaints.

## ○ **Lack of cross-selling or upselling from agents**

Without clear insights into customer needs and preferences, agents may not be able to cross-sell or upsell products or services effectively.

## ○ **Inefficient resource allocation**

Without proper analysis and understanding of customer interactions, contact centers may struggle to allocate resources properly to meet demand.

## ○ **Customer churn**

In a competitive market where customers have more options, contact centers must prioritize customer satisfaction to prevent churn.



# Potential Stumbling Blocks with AI Chatbots in Contact Centers



**AI is rapidly becoming a staple in contact centers, offering efficiency and cost-effectiveness.**

However, integrating AI chatbots is not without its challenges. One of the primary concerns is the preference for human interaction. According to a Salesforce survey, 61% of respondents prefer the human touch of a customer service representative as opposed to engaging with an AI assistant. This statistic indicates a significant hurdle: the need for personal touch in customer service interactions.

AI, while powerful, is not infallible. Its limitations can sometimes decrease human interaction, which may lead to negative customer sentiment. Customers often feel more satisfied

when they are assured that a human is involved in problem-solving, as it adds a layer of empathy and understanding that machines are yet to replicate. Solely relying on chatbots runs the risk of dehumanizing the customer experience, which can deter users and diminish brand loyalty.

For these reasons, businesses must carefully weigh these considerations when implementing AI chatbots, ensuring that the human element is not entirely excluded from the customer service framework.



# The Upfront Costs & Training Required for AI Tools

Implementing AI tools in contact centers involves significant upfront costs that can be a barrier for many organizations.

Businesses must invest in developing models tailored to their specific needs, which requires a thorough understanding of both the technology and the business's operational goals. Additionally, the initial implementation of necessary hardware and software, along with the integration of these systems into existing infrastructures, further adds to the financial burden.

Beyond financial considerations, the time and resources required for training are substantial. Teams need to be adequately trained to use AI tools effectively while continuing to provide customer support. This dual demand can place a strain on resources, especially in the early stages, as team members work to reach proficiency.

Furthermore, ethical and security considerations cannot be overlooked. The data used to train AI algorithms raises privacy concerns, with potential risks of data breaches and unauthorized access that must be proactively managed. As small to midsize contact centers look to explore AI's potential, addressing these concerns upfront is crucial to ensuring a secure and ethical deployment.

Ultimately, organizations must carefully assess their capacity to invest in these areas before fully committing to AI technology in their operations.



# Can AI Really Solve All Your Problems? Well, It's Complicated

Despite these challenges, the promise of AI is very real.

It's a question of where and how it's applied, and especially when. That's where CA comes in. CA allows contact centers to dissect various interactions and understand where opportunities for AI - as well as other technologies and techniques - are best suited.

In other words, CA paves the way for enhancing agent performance and customer experience using not just AI but more immediately available tools like coaching, training, gamification, and more.

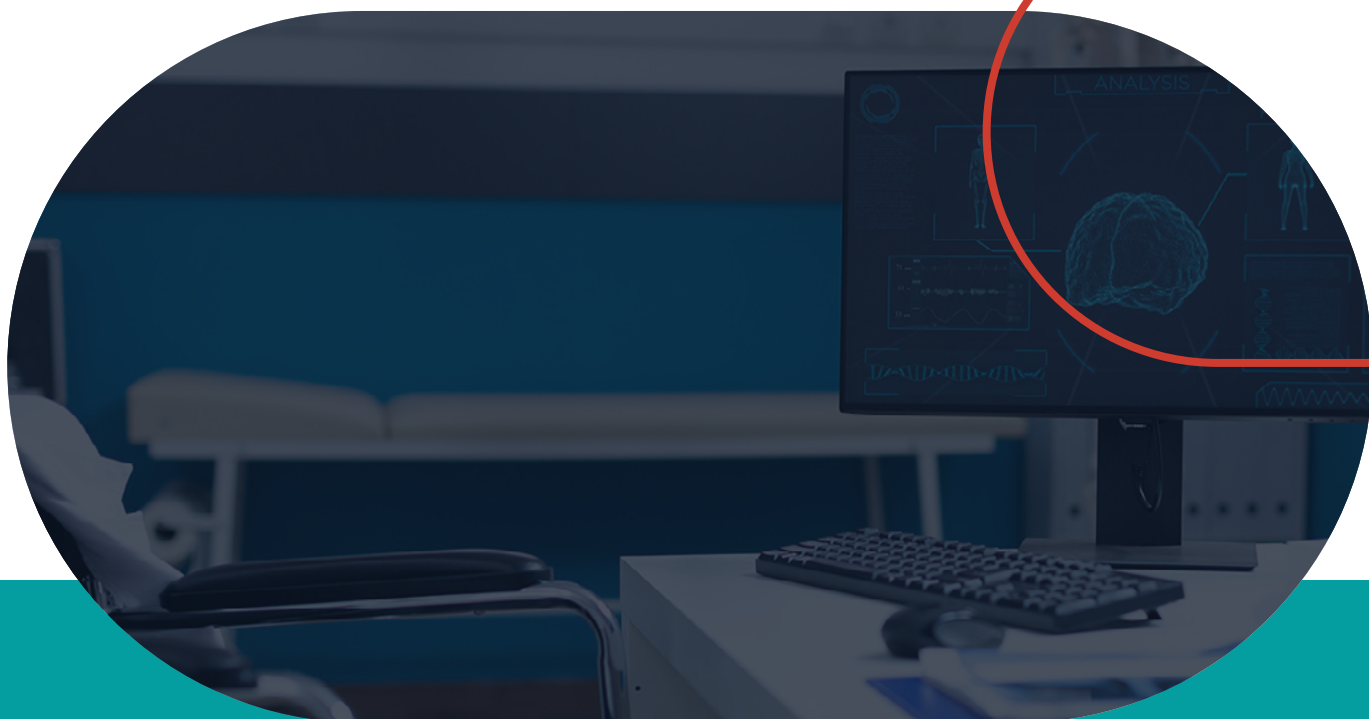
The challenge for contact centers is not whether to use AI but where. Developing and training learning models requires expense and effort, and that's only half of it.

The first part is identifying the problem that AI will solve. Artificial Intelligence is a technique that allows vast quantities of data to be analyzed extremely fast to predict an outcome. Applied to contact center interactions, predicting the outcome is the first step. From there, interrupting and adjusting the interaction to reach a different, better outcome is the end goal and where we get a return on investment.

If you know how often an unsatisfactory outcome occurs, as well as the causes and the costs, then you can determine the best way to improve the set of outcomes. But is this actually the case?

Suppose you're going to implement AI to assist agents during the interaction. In that case, the cost of changing all those interactions to a more desirable outcome must exceed the cost of implementing AI, or you've dug an AI-sized hole to bury your money in.





## Determining if AI is right for your contact center

Let's illustrate this idea with an example. A company determines that they are losing customers because of the amount of time customers spend on hold during technical support calls. Is AI the right tool for the job? You guessed it - they have no idea. Clearly, there's a need for more information.

Adding more technical support agents, along with better agent schedule forecasting, might be a better (and cheaper) way to solve the problem. But let's say we investigate further and discover that technical support agents are, in fact, very skilled at troubleshooting. However, they're facing a complex set of issues that take time to diagnose and rectify.

The real problem is that the troubleshooting steps take time, and customers run out of patience. What can we do? Let's call AI! But that's like rushing someone to the hospital without a clear idea of what the problem is. You know the problem exists, and the hospital might get to the bottom of it eventually, but what if all the "patient" needed was a cheeseburger?

In essence, you've just paid a large bill for a full AI tool suite when the solution could've been a mere addition to your existing platform.

**Avoiding this misstep involves using CA to pinpoint the actual issue before investing in AI or any other technology.**

- First, we have to drill down into the core problem:
- How often does troubleshooting result in a lost customer?
- Are there specific examples of cases that require longer troubleshooting time?
- What inputs are available at the time of the call (from an account lookup or IVR)?
- What inputs are subsequently gathered from the customer?
- Does the amount of information needed from the customer vary based on the length or complexity of the case?
- Is the information gathered all at once or little by little as the agent steps through the troubleshooting process?

**Based on this data, the next steps could include a higher-level analysis of factors like:**

- Whether experts are examining the troubleshooting process to determine if and how the process steps (decision tree) are correct or can be improved.
- How long a customer's patience lasts and the factors (be it product, loyalty, or demographic) have an influence on customer patience.
- The cost of lost opportunities due to churn and how that cost compares to new customer acquisition costs.



## The **Building Blocks** of CA

To understand CA, it's best to look at its foundational components: Automatic Speech Recognition (ASR) and Language Learning Models (LLM). These technologies work in tandem to accurately transcribe spoken language and interpret its meaning for insightful analysis.

### **Automated Speech Recognition (ASR)**

ASR is the next generation of Speech-to-Text. It dives deeper into audio analysis, extracting critical elements such as sentiment, topics, and structural nuances. It leverages an array of technological building blocks, in turn transforming raw audio into rich data sets that provide valuable insights into customer interactions and behaviors. This is a growing technology and combines many other building blocks, including the ones listed below.

### **Machine Learning (ML)**

Machine Learning is a cornerstone of modern AI applications, with computing hardware having been revolutionized by this technique over the last decade. It utilizes sophisticated algorithms to analyze scored patterns, scaling these analyses from dozens of samples to millions. ML leverages on computing's ability to rapidly execute complex and repetitive comparative algorithms - a capability that ensures that CA systems can handle intricate data processing tasks with accuracy.

### **Large Language Modeling (LLM)**

Closely related to Machine Learning, LLM focuses on the organization and interpretation of extensive datasets through the establishment of pattern "rules." In the context of language, LLMs facilitate rapid comparison and assessment, adeptly identifying patterns and filling in gaps, such as deciphering mumbled words. The versatility of LLMs extends beyond language, opening up infinite possibilities for data interpretation and application.

# The Different Applications of CA

CA offers a multitude of applications that enhance business operations and customer interactions.

Leveraging CA enables companies to turn data into actionable insights, driving engagement and innovation across several key areas. Here, we explore how CA can be utilized to provide personalized experiences, optimize agent performance, and foster product innovation.

## Personalized recommendations

CA could eventually enable businesses to tailor responses and tailored recommendations based on individual consumer behavior and preferences. With this increased focus on personalization, brands are poised to enhance customer engagement and build customer loyalty by making each interaction more relevant and meaningful.

## Predicting customer behavior

Because CA analyzes historical data, contact center managers can begin to identify trends and anticipate customer needs based on demographics. This level of foresight could allow for more personalized customer care and proactively address potential issues, ensuring a seamless experience altogether.



## Agent productivity & performance

CA will help usher in new tools that provide immediate feedback to agents and highlight coaching opportunities. The goal of a real-time feedback loop would empower agents to adapt instantly to customer demands, ensuring interactions are empathetic and aligned with customer needs.

## Product innovation

Looking ahead, businesses that choose to invest in CA could fundamentally transform their approach to product innovation. The technology may allow businesses to tap into insights about customer preferences and pain points, helping them not only meet current market needs but also predict future trends, thus securing a competitive advantage in the marketplace.

## Voice of the customer analysis

The future application of CA could enable businesses to capture the voice of the customer from multiple touchpoints. Contact center managers can leverage this analysis to identify and address areas needing improvement, thereby enhancing the overall customer experience through a deeper comprehension of their sentiments.

## Understanding consumer preferences

With the power of CA, businesses could unveil a new level of understanding of consumer preferences and behaviors. In turn, they may be better positioned to develop highly targeted marketing strategies and superior customer service offerings, aligning closely with consumer desires and potentially increasing both satisfaction and loyalty.



## Enhancing compliance

Compliance management will become streamlined, as CA can automatically monitor interactions for regulatory adherence. This proactive approach will allow contact centers to preemptively manage risks while ensuring the integrity of interactions and consistently meeting regulatory requirements.

## Automated Quality Assurance (AQA)

Future investments in CA for automating quality assurance can lead to more consistent monitoring of customer interactions, minimizing errors, and maintaining high service standards. Contact centers can also streamline the quality assessment process and offer actionable insights for agent training, fostering continuous improvement in service delivery.

## Identifying key customer insights

CA will play a significant role in identifying key customer insights that could influence business decisions. By analyzing interactions in-depth, businesses can discover emerging trends, gain a better idea of customer preferences and behavior patterns, and leverage this information to guide product development and future marketing strategies.



[sales@choruscx.com](mailto:sales@choruscx.com)



0161 444 3333



[choruscx.com](http://choruscx.com)

## Why Choose **ChorusCX** for CA?

**One of ChorusCX's key differentiators is our unwavering focus on delivering tangible ROI.**

Our tools are not just innovative but have a tangible impact on your business operations, enhancing agent performance and customer satisfaction. Furthermore, we offer this functionality at an affordable price point, ensuring that top-tier CA solutions are accessible to businesses of all sizes.

Ultimately, our software is designed to cater to the needs of the user - ensuring a seamless experience that enhances productivity and efficiency. Unlike many complex systems, ChorusCX provides everything you need to run your contact center (and nothing you don't), making our solutions an affordable and user-friendly choice.

### **Sign up for a free 30-day trial of Conversational Analytics**

ChorusCX is now offering a 30-day free trial of CA with Encore 9.1, providing businesses with the opportunity to experience the power of AI firsthand in their contact center operations. For more information on CA, please visit our website or contact the ChorusCX team today to schedule a demo.