



# How Data Makes Customer Excellence Possible

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# Introduction

Data lies at the core of customer experience. Prioritising data across all initiatives allows contact centres to truly understand their customers – down to each micro journey. This helps organisations deliver proactive customer service, improve self-service, evaluate whether products and services meet customer demands, guide improvements, and ultimately offer deep customer engagement. Using data to understand customer behaviour patterns at each touchpoint can also lead to more sales and cross-selling opportunities.

However, data without knowledge will only waste time and cause further customer pain. Agents don't necessarily need data dashboards – they need knowledge and guidance on next-best actions. While digital experience is critical today, organisations need to know what to display on digital channels, based on their knowledge of customer preferences.

**Here are 5 key areas where organisations can attain customer excellence through data and knowledge.**

## HOW ORGANISATIONS IN ASIA PACIFIC USE DATA TO TRANSFORM CUSTOMER EXPERIENCE



Improve customer self-service



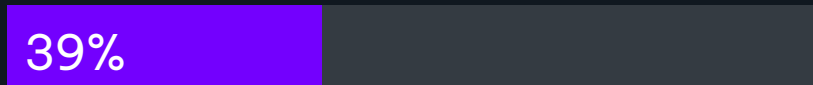
Map customer journey to identify pain points



Set CX related KPIs for entire business



Improve employee productivity and experience



Automate processes for operational efficiency

Source: Ecosystem Future of CX Study, 2023  
N=364



# #1 Maximising Self-Service Efficiency with Data and AI

Customers like to interact with brands at their own time and convenience. This has seen a sharp increase in digital interactions in contact centres. 44% of digital interactions are done through self-service channels such as chatbots, mobile apps, and social media.

Most traditional self-service models are manually created and require effort and resources to predict customer intentions. This is a reactive approach that can be inaccurate.

## A data-driven approach to self-service will help in:

Reducing costs for human assisted channels

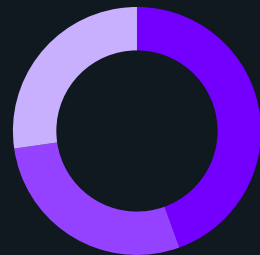
Analysing historical data across customer journeys to improve the content of self-service channels

Leveraging natural language processing (NLP) and AI tools to pick up all keywords and phrases to tailor responses

Building a mechanism for continuous updates to improve self-service automatically by matching changing customer wants, needs, and motivations

Assisting AI models in grasping intricate customer inquiries, intents, and underlying thought processes, aimed at routing complex cases to live agents for resolution

THE GROWING  
IMPORTANCE OF  
SELF-SERVICE IN ASIA  
PACIFIC



45%  
Self-service channels

28%  
Messaging

27%  
Web chat with live agents

Source: Ecosystem Future of CX Study, 2023  
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## #2 Creating Meaningful Connections: The Role of Data in Understanding Customer Journeys

Organisations can leverage data to understand how customers navigate and communicate across multiple interactions and journeys – including micro journeys. Customers may encounter recurring, unresolved issues as they progress through these journeys. Journey analytics can detect these pain points, allowing organisations to take appropriate actions and deepen customer engagement.

Customer journeys are becoming increasingly complex and individualistic – every customer behaves differently. A full knowledge of these multiple micro and individual journeys allows organisations to shape their products and services to target the right personas and promote brand loyalty. Data provides knowledge and insights into customer profiles, preferences, journeys, and challenges.

**This knowledge can be used to build an intelligent contact centre, that can:**

1

Identify customers from behavioural trends to develop a more intimate relationship

2

Apply context from previous interactions to devise optimal strategies to handle challenging situations

3

Evaluate the reasons behind customer dissatisfaction and frustration

4

Identify upsell and cross-sell opportunities

5

Drive precise and proactive customer engagement by anticipating potential issues before they occur



## #3 Building a Cohesive Brand Vision: Data for Organisation-Wide KPIs

**Using analytics on unstructured data, call recordings, live calls, conversational AI, and other sources of customer information can help improve all areas of the business.**

By holistically analysing data about the brand and customer expressions, expectations, and frustrations, organisations can prevent customer churn and build better brand loyalty. They can use the knowledge from the data to set unified organisation-wide CX KPIs – and provide the relevant knowledge to each business unit to achieve those goals.





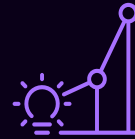


## What Data Can Reveal to Other Business Units



### MARKETING

- ▶ What customers appreciate/don't like about a campaign
- ▶ What are the main drivers of customer behaviour
- ▶ Ways to go beyond mass marketing to achieve hyperpersonalisation
- ▶ What an effective Voice of Customer (VoC) program should reveal



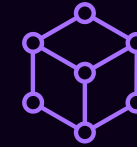
### PRODUCT INNOVATION

- ▶ What areas of the product need enhancement
- ▶ What features/services in the competitor offerings are customers discussing
- ▶ How can the eCommerce strategy be improved



### SALES

- ▶ What sales opportunities were missed
- ▶ What can be potential upselling opportunities
- ▶ What sales mechanisms are working/not working



### DIGITAL

- ▶ How can CX and Sales be enhanced through digital experiences
- ▶ What digital experiences do customers prefer
- ▶ Which digital channels need to be improved



# #4 Empowering Employees: Data for Enhanced Productivity and Experience

To grow agents into “dynamic super agents”, it is imperative to empower them with knowledge at their fingertips. Agents should be armed with data-led customer insights, empathetic scripts, and the right coaching to conduct impactful conversations.

## To do this:

### **Cut noise from the data**

Data from conversational AI, CRM, and knowledge systems should interact to deliver actionable and dynamic intelligence to agents

### **Leverage sentiment analysis**

Real-time data can feed into AI models to provide recommendations and guidance that improve agent behaviour, to suit the emotional state of the customer

### **Focus on improving metrics**

Synchronised data empowers agents to instantly grasp conversations, minimising delays and callbacks. This improves metrics such as Average Handle Time (AHT) and First Call Resolution (FCR)

### **Use Large Language Models (LLMs) and Generative AI**

A larger knowledge base for agents allows them to access a wider range of external information and resources to support customer interactions

### **Build a real-time knowledge base**

Agents access and enhance the knowledge base, while LLMs learn from agent interactions, enabling seamless and dynamic improvement of the knowledge base



# #5 Driving Efficiency with Data-Backed Process Automation

Creating a system that automatically prioritises data is crucial for smarter management of contact centre operations. The idea is to let the data itself suggest the best actions for agents and how to handle tough day-to-day situations. Automation is a great way to combine technology and human skills to improve the contact centre's ability to meet customer needs effectively.

## Focus on:



### **Delegating repetitive tasks to bots.**

Agents often handle tasks like form filling, transcribing, and copying information – tasks that can be quite mundane. Seamless integration of bots into customer experience workflows streamlines processes.



### **Assigning less critical aspects to the back office.**

By shifting tasks to the back office, organisations can enhance efficiency, allowing agents to concentrate solely on critical tasks within a specific timeframe.



### **Observing and understanding agent workflows.**

AI can be used to monitor agents on fatigue, clicking patterns, response accuracy, and other issues. Automating timely interventions can enhance agent performance and overall operational efficiency.



### **Empowering agents with precise and actionable data.**

Automated, real-time intelligence that directs agents on the best course of action or response during live customer interactions, boosts their confidence and effectiveness.



### **Making hand-offs seamless.**

Automated tools such as chatbots cannot always conduct an accurate and meaningful conversation. Detecting these instances and automating the hand-off to a live agent makes the Human+AI combination powerful.





# Ecosystem Opinion

Organisations often store data in multiple silos, that are not used to understand the correlation between customer behaviour and their journeys. This approach ultimately leads to sub-optimal service delivery.

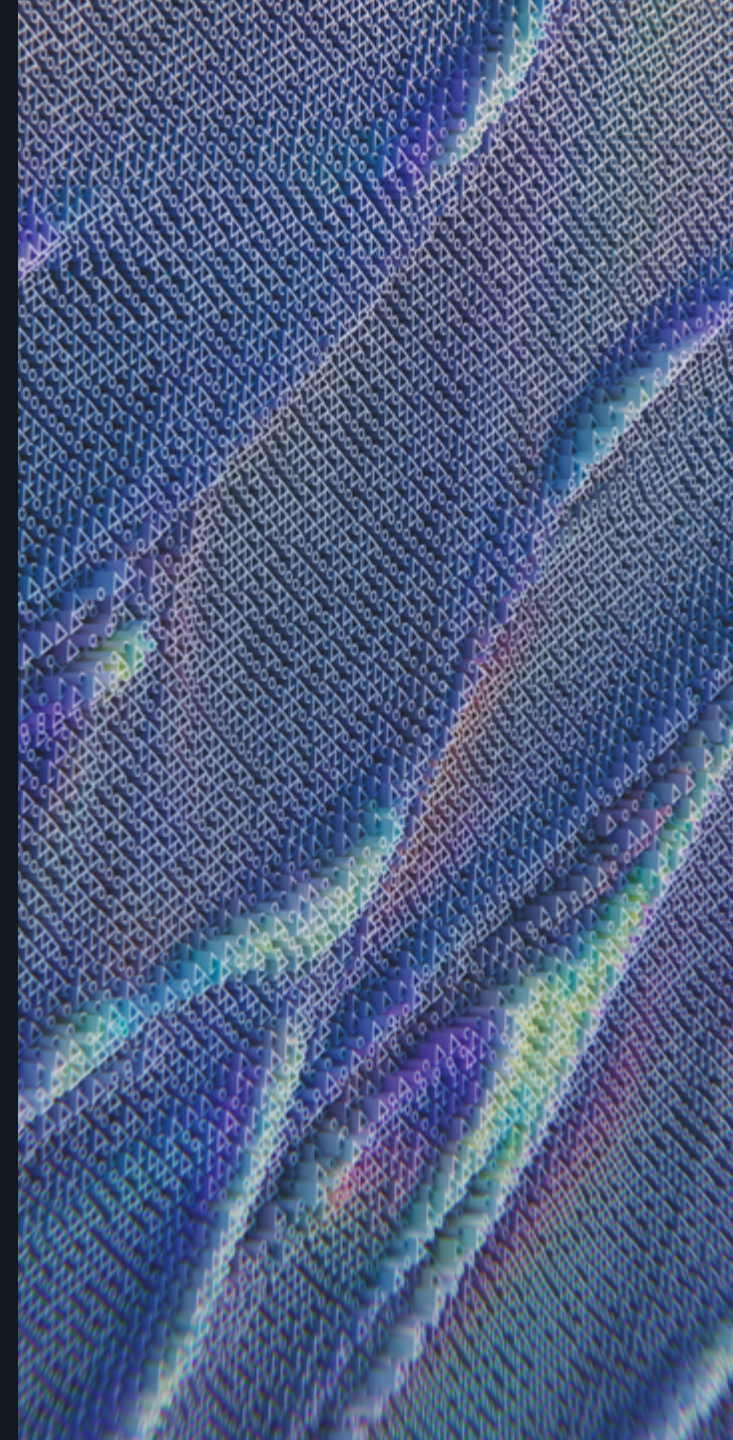
When CX teams can feel the pulse of the data, agents will be better equipped to swiftly address and resolve situations with minimal time and effort – which takes them one step closer to being “dynamic super agents”.

The real power of data orchestration is when a brand can proactively reach out to customers before they call into the contact centre; an agent’s real-time intelligence can take away customer frustration; and the entire organisation’s CX goals are aligned to a “one-CX vision”.



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## About Ecosystem

Ecosystem is a Digital Research and Advisory Company with its global headquarters in Singapore. We bring together tech buyers, tech vendors and analysts onto one integrated platform to enable the best decision-making in the evolving digital economy. Ecosystem has moved away from the highly inefficient business models of traditional research firms and instead focuses on research democratisation, with an emphasis on accessibility, transparency, and autonomy. Ecosystem's broad portfolio of advisory services is provided by a team of Analysts from a variety of backgrounds that include career analysts, CIOs and business leaders, and domain experts with decades of experience in their field. Visit [ecosystem.io](https://ecosystem.io)

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