

Smart Phone, Smarter Support

Using Analytics to Realize Customer Support Efficiencies

CASE SUMMARY

Month over month a popular smart phone manufacturer struggled with their customer support department's high call volumes which was driving a significant increase in their operational expenses cutting into the bottom line. From a process perspective, it appeared that the device had all of the necessary applications and features to support a self-service installation and usage model. In addition, customer support had all the information needed to help callers such as models, data from the device usage, information from prior calls, and support pages and apps. So, why were customers struggling with the devices and what steps could be taken to further "smarten" the support experience, while maintaining customer satisfaction and regaining healthy margins?

Dig deeper and find a resolution by utilizing the data collected by the support representatives.

Alenza

"Smarten" the support experience while maintaining customer satisfaction and healthy margins



Use data as a competitive tool in uncovering the unknown performance indicators that affect your business

Data Sources

- Social Media
- Device Models
- Call Center Logs
- Resolved Tickets
- Customer Demographics



Increase customer usage of IVR



Decrease incoming support calls



Reduce OP EX of customer service

IDENTIFYING AND UNDERSTANDING KPI'S

The problem was seemingly simplistic, however the amount and dimensionality of the data was complex. Avlino was provided with three years of internal customer support data that was collected daily, including transcribed call logs, device model, customer demographics, resolutions, limited network data, and approximately another 135 other parameters. In addition to the vast amounts of internal data, Avlino's enterprising approach to any consumer touch point project is to compliment with external data. In this case, Avlino collected online data including - social, reviews, and blog data, which highlighted customers unprompted comments about the models, brands, and service. The Alenza platform used a two-step analytical pipeline:

- Using Alenza's auto-clustering algorithm, the calls were segmented into groups by characteristics such as usage patterns, number of calls, voice mails, dropped calls etc.
- Next, using Avlino's proprietary NLP and text mining algorithms, the web data was analyzed. The main objective of both these analytical steps was to isolate the 4 to 5 indicators or drivers of the support calls, which formulated the KPI's (Key Performance Indicators).

After the KPI's were identified, the Alenza platform normalized and layered the disparate data sources into a predictive model, which helped the system to "smartly" identify the root cause of the issue with minimal intervention from the Customer Support agent. The solution was implemented directly into the CRM & IVR modules, and is self-learning which means that it is updated on a daily basis without IT intervention.

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Alenza Delivers

The smartphone manufacturer transitioned from passively collecting data to an active data user for decision making. Avlino's predictive solution enhanced the company's IVR to an intuitive response system reducing the Customer Agent intervention.

- 28% reduction in support call volume with respect to the devices
- 20% drop in the length of query resolution
- 32% cumulatively reduction in the overall cost of the call center

Find out how you can use prescriptive analytics to increase customer satisfaction and decrease cost, engage Avlino today!

About Avlino

Avlino Inc. provides solutions and services in data analytics. Our primary focus is to simplify data analytics in a quest to nurture the "Citizen Data Scientist" concept by removing the complexities and replacing them with pure insight. Our robust solutions add value to customers through high quality, cost effective, and efficient solution delivery that integrates business strategy, data science, and data engineering models.

Request a Quote Today!

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