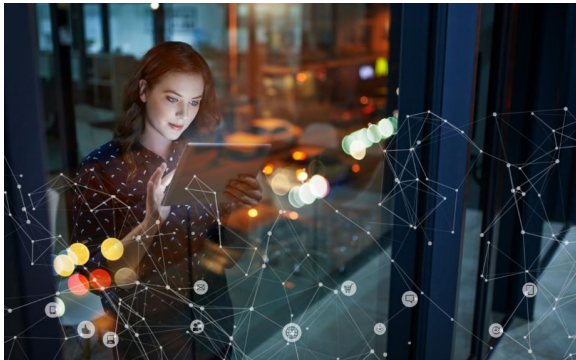


Measuring customer interactions using AI

Have your finger on the pulse of customer experience so you know what's working and what's not

This white paper discusses how NLP and AI technologies could help marketing and customer service functions gather deeper insights about customer experience across various channels. Secondly, it highlights how different stakeholders could leverage technology to deep dive into the root cause of bad experiences and use that to plug loop holes in their apps or systems or processes or even policies that may be the cause of your lower Net Promoter Score (NPS) score.

INTRODUCTION



Today, regardless of the industry; products and services have been so highly commoditized, they are virtually indistinguishable by features and functionality alone. Increasingly, customer choice and purchase decisions are made on perception of service and quality of service than anything else. Therefore, it becomes imperative for brands to differentiate themselves based on the quality of overall experience they provide to their customers.

The Business Challenge

If that is true, then the real challenge is to be able to measure the quality of customer experience delivered at every single step of the customer journey, be it at the customer acquisition, customer on-boarding, usage or customer service stage.

While Net Promoter Score (NPS) has been a leading indicator to future growth and profitability, mere knowing the score provides no insight into how to improve it. Trying to use surveys to measure customer experience through NPS system has not always provided the desired results. Thanks to social media, getting customers to express their opinion and feedback is no more a challenge. Social media allows consumers to say what they feel about a product or service as it is, without any biases. Additionally, you know who is saying it and when they said it.

Systemically listening and analyzing all of the customer conversations to understand the quality of customer interactions as it happens could be the aha moment for a marketer.

The solution

By applying NLP and AI, marketers can analyze each and every interaction by the customer from across the channels and classify them into various themes or contexts that are important for them. (For ex. In case of Alpha airlines, it would aggregate all of the customer interactions across the channels and further classify them into themes that are important to the airlines industry such as Check-in experience, In-flight entertainment, Food & beverages, Delays & cancellations etc.) Furthermore, it could grade each customer conversation on a scale of 0-100 that truly reflects an NPS based scoring system along with the sentiments associated with the conversation.

Secondly, it could notify the stakeholders who should re-look at the product, policy or processes that are causing such negative customer experience and perform a root-cause analysis.

The Benefits

Benefits are manifold as brands now can have an outside-in view of how their customer feel or think about their service. Apart from showing what's not working it also helps you discover new ideas or features that excites your audience.

Some of these benefits are outlined as below:

Discover what are they talking about your brand

Apart from obvious demographics data, machine assisted analysis of customer conversations highlights themes or issues that keep your customers interested or disgruntled with your brand.

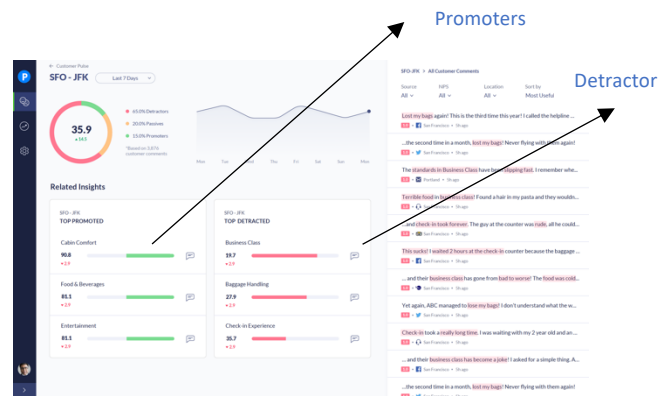
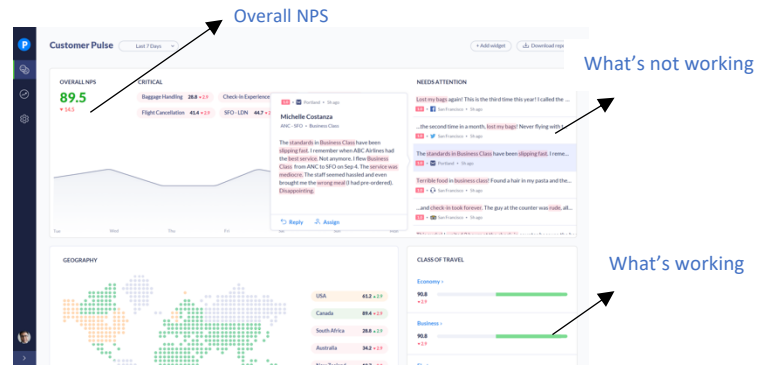
Compare how your competition is engaging with their customers

Social media can be a good source of your competitor's activity with their customers. You could easily analyze their customer base - for e.g. their gender, age, location as well as their interests and affinities. Using that comparison, you could generate ideas that could help in building new target audience for your brand.

Instantly notify your teams

Enable employees to identify trends, respond swiftly to irate customers and measure success.

Parabole Social Listening Platform



Conclusion

CX professionals require voice-of-the-customer (VoC) capabilities to provide an outside-in view of customer experience. Without these capabilities, it is impossible to understand the customer journey, quantify customer sentiments, identify improvement opportunities, and measure the impact of customer experience initiatives. Applying AI and NLP based technologies may have provided a breather...

About Parabole

Parabole is a Princeton based cognitive analytics company. We specialize in dealing with unstructured information for powering advance analytics applications.

[For more info visit: parabole.ai](https://parabole.ai)

