

How analytics failed the world of customer service

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“Even with the evolution of technology, customer service across industries still takes multiple contacts to solve a single issue.”

Frustration with customer service is experienced at the customer and enterprise level as a result of “Bad Data.”

As it was hundreds of years ago, and even today, customer service is still a function of our society. Each day businesses, clients, customers, partners, you name it – interact with organizations on a daily basis; from solving complex issues over the phone to finding out why that blender you ordered for Nana went to Toledo, OK (no offense Toledo), to employees, citizens, patients, and heck, drivers! Everyone needs customer service/support at some point during their respective journeys.

Yet still, even in the modern digital age, we must call, chat, text, and email multiple times to solve an issue. For some of us, recalling the most frustrating moments of service is much easier than those that were seamless and easily solved. What we know today is that many of the problems associated with customer service are a result of bad data. Bad data is a reflection of bad process – and as such, it creates ambiguity in the decision-making framework and thus creates an endless loop of poor service levels, repeat demand, and churn.

Chatbots and AI, while helpful, today they are only able to handle the simplest of interactions because of the “Franken-stack of dark data.”

While point solutions exist, such as chatbots, which handle simple interactions, and AI being used to help route contacts,

nevertheless, you still need support from a human. Even with the evolution of technology, customer service across industries still takes multiple contacts to solve a single issue. We are also still limited to operational data to make decisions. Essentially, the analytics and metrics of service typically utilized by businesses are used in two specific areas: **Contact Management and Quality Assurance**. Contact management is disciplined around Workforce Management (WFM) and managing channels (voice, chat, email, etc.) with self-service to facilitate simpler interaction types. Quality Assurance deals with adherence to process and perception of service.

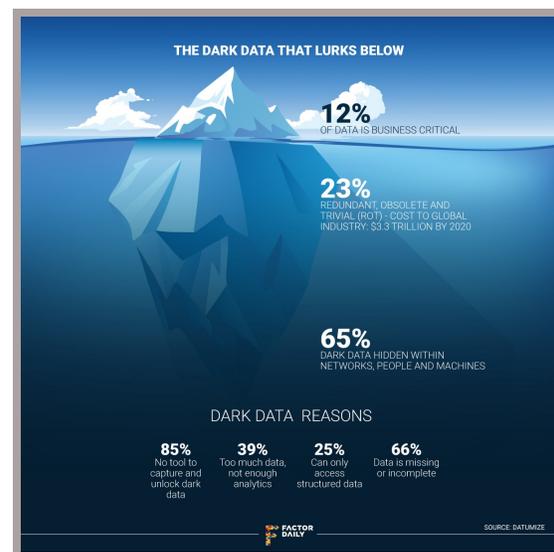


Figure 1. Dark data is not unique to any industry, as seen in this infographic. serviceMob tackles the dark data in customer service and calls it the “Franken-stack” of dark data.

Yes, other tools exist around sentiment and case/ticket data, but again, this data is not capitalized in such a way that it reduces contact demand. So to that point, “Prioritization” from

“Businesses need the right ‘Data Ontology, i.e., Data Model that provides the insights and analytics needed.”

the customer's perspective is based on perceptual data and cannot be tied to customers' behaviors.

What is the metric, "Resolution," and why frontline agents to executives should care.

The bottom line is that customers should not have to repeatedly reach out to customer support, driving increased contact with agents to solve a singular issue. Agents themselves should know which issue types they have a tough time-solving. Businesses should be using the behavior and effort of customers to change how they deliver service predicated against the core outcome by which both the customer and business should measure business effectiveness → This metric can be quantified and analyzed as resolution!

But even the word resolution is not measured effectively because of the dark data of service. The modern customer service organization currently has anywhere between four to ten systems to help move a service interaction across the support journey. That is four to ten different data models with no single tool in the market to tell you how to tie all of that data together to improve service delivery and operational effectiveness.

Digging into Data Hygiene/Enrichment reveals the massive gap between the capabilities that Chatbots/AI promise. In reality, it can only address simple interactions.

This is how the industry has operated. Even with chatbots and AI, we are still growing customer service as a function across every industry. For that reason – customer contacts are not ... I repeat, NOT going away.

The **Interactive Voice Response (IVR)** and **Chatbot** experience today are not preventing repeat contacts and are certainly not handling complex service requests. This is why more than ever, the human aspects of how we interact with and support customers are the critical differentiators, which can reduce churn via service outcomes and increase/retain revenue for businesses.

serviceMob utilizes Data Ontology to improve the support journey, transforming all of the data of service and providing actionable intelligence to reduce customer effort and optimize cost.

Businesses need the right "Data Ontology, i.e., Data Model that provides the insights and analytics required, predicated against the business and industry by which they operate and serve customers. By building the right model and ultimately pulling all the data from the systems of customer service, businesses can now see behavioral resolution rates at the contact level. Unfortunately, **Contact Resolution Rate** based on the customers contact intentions is not available in the marketplace. Except... here at serviceMob.

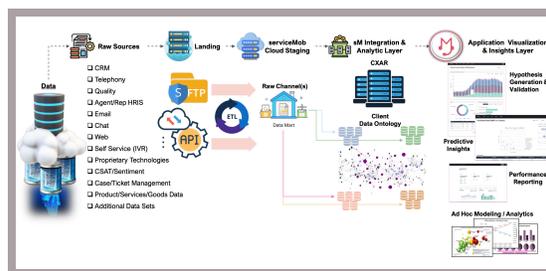


Figure 2. serviceMob's ontolyics effort model shows the holistic view of data wrangling, data hygiene, and platform enablement for clients.

“This actionable data supports teams in product, marketing, sales, etc. to help further reduce contact demand into support.”

serviceMob provides **Contact Resolution Rate** at the contact reason/sub-contact reason level so you can see which issues are the hardest for agents to solve. This drives targeted coaching and allows the business enhanced visibility to the workflows agents utilize to solve customer issues.

Additionally, we provide insight into **Contacts Per Resolution (CPR)**, i.e., how many contacts it takes to solve an issue. Crucial metrics like CPR increase visibility and optimization help reduce repeat contact demand and extract contacts from the center. This means better service outcomes and fewer agents needed to support customers.

serviceMob's ontolytics platform was designed for anyone that plays a key role in customer service to ensure accountability.

serviceMob works to enrich and repair your data allowing you to see precisely where your processes and data can be optimized as well as close data gaps to improve service outcomes. We also provide in-depth statistical analyses which provide visibility to the most painful and prevalent problems from the voice of the customer.

This actionable data supports teams in product, marketing, sales, etc., to help further reduce contact demand into support. Our data is published and consumed from frontline agents, all the way to executive stakeholders, to ensure accountability and actionability across all teams on the top ways to reduce contacts/costs.

Our platform provides different angles of the data in assessing customer satisfaction

while providing a temperature read on how to improve the customer support teams' performance.

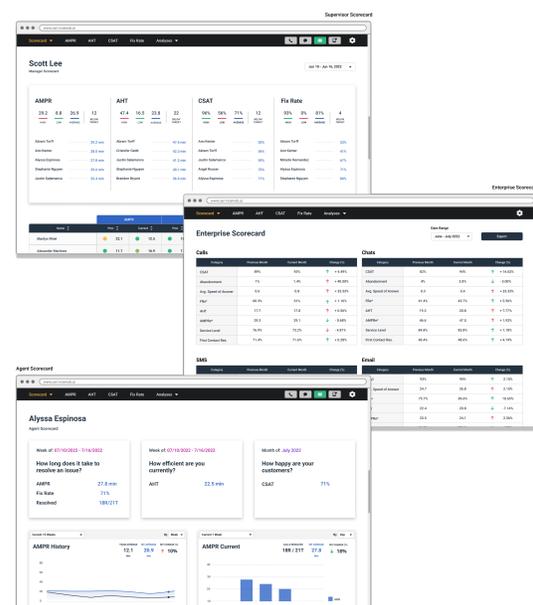


Figure 3. serviceMob's ontolytics platform was designed to ensure accountability and insights for all users; from frontline agents to executive leadership teams.

serviceMob created new metrics/analytics models for the industry, such as AMPR (Average Minutes Per Resolution) and a Statistical Model which shows the most painful/prevalent issues customers face based on contacts in support.

We provide our customers with a more comprehensive view of business effectiveness, such as **AMPR** (Average Minutes Per Resolution) and **Agents Per Resolution**. We can even work with you to utilize and enhance routing models predicated against customer and agent attributes. Our goal is to allow businesses to truly reduce customer effort and extract contact demand.

“If customer service was solved, you’d have less contact demand.”

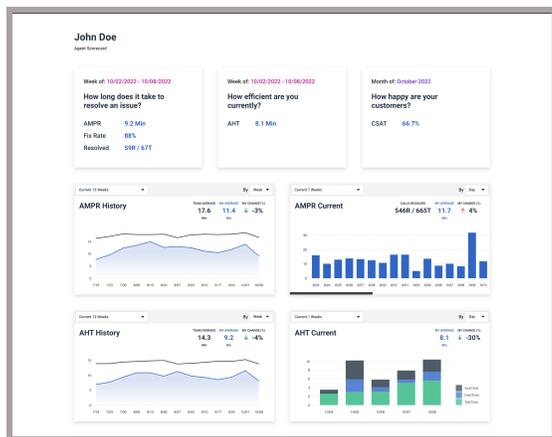


Figure 4. AHT is the standard measure of call efficiency, however, in most cases, demonstrates little correlation to key customer experience indicators, like CSAT, NPS, and Churn. For a more comprehensive insight, we created AMPR.

Additionally, we have been able to further optimize **forecasting** and **scheduling** capabilities regardless of the tooling utilized, with improved precision of the standard industry Erlang forecast, driving better alignment of capacity to meet demand.

In the end, serviceMob rests on top of all of your systems, ingesting all the data of service to drive transformative insights across the support ecosystem. From improving agent desktop workflows, to cost savings based on productivity and business efficiency, serviceMob is truly capitalizing on the data of service for our customers. Ultimately, if customer service were solved, you'd have less contact demand.

Since coming to market in this short period of time, our clients have realized over \$47M in cost savings. Don't delay. Customer demand is growing, results are needed, and finance is applying pressure across every sector to find cost optimizations, improve gross margins, reduce cost to serve, and extract contact demand... It sounds like you're ready to be a hero and ride with the Mob!

To Learn More About serviceMob's Ontolytics Platform, please reach out to one of our executive Mobbers!

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