

CALLMINER

Predict Customer Dissatisfaction Risk

THE CHALLENGE

A US retail company had a high dissatisfaction rate in their customer support call center and were very concerned.

Customer experience is a top priority for businesses as it's the most important factor for customer retention. Customers consider it more essential than price and the product itself.

Consumer surveys show time and again that customers are willing to pay more for better customer experience and that they purchase much more when they receive personalized experience.

Regardless of the business type—improving customer experience has proven to increase retention, satisfaction and revenue. A Walker study predicts that by the end of 2020 customer experience will overtake price and product as the key brand differentiator.

It's easy to see why it's important for so many companies to focus on customer experience (CX). 88% of companies now prioritize customer experience in their contact centers. 62% of companies will now invest to meet the changing needs of customers.

We know that frustration leads to churn. For many companies, the absence of negative feedback however, is a sign of satisfaction; but research demonstrates

that this assumption is not accurate.

Unhappy customers tend to share their bad experiences with others. 72% of customers will share a positive experience with 6 or more people. On the other hand, if a customer is not happy, 13% of them will share their experience with 15 or even more. The challenge here lies in the fact that, in most cases, customers don't tell you they're unhappy. In fact, only 1 in 26 unhappy customers actually complain.

In their future of CX report, PwC surveyed 15,000 consumers and found that 1 in 3 customers will leave a brand they love after just one bad experience, while 92% would completely abandon a company after two or three negative interactions. In accordance with the above, the target the company set was to better monitor negative customer experience, or customer dissatisfaction.

And given the fact that most customers don't complain verbally, the challenge was to monitor it regardless of the interaction content.

THE SOLUTION

The company manages its customer interactions mainly through its call center. Hence, they were looking for a CX monitoring tool that not only analyzes call center calls, but also focuses on the non-content aspects of the conversation. The company chose to evaluate Voicesense as their CX solution. Voicesense would provide a risk classification score (probability) of customer dissatisfaction, based on analysis of the customer's voice.

The evaluation objective was to assess the accuracy of the Voicesense customer dissatisfaction monitoring. The validation study consisted of 1970 phone interaction recordings with customers of the retail company. The calls were with the company's customer support call center.

All customers completed a post call survey, in which they were asked to rate their satisfaction level as positive, neutral or negative. These ratings served as the reference criteria for Voicesense dissatisfaction analysis. Overall, about 30% of the customers rated their satisfaction level as positive, 34%

as neutral and 36% as negative. Since the company was interested mainly in identifying negative experience, the positive and neutral calls were combined into a single group that consisted of 64% of the sample, versus the group of 36% of the calls that were labeled as negative.

Voicesense received the call recordings audio from the company. According to predictive analytics best practices, the sample was divided into separate training and testing sub samples. The company gave Voicesense the satisfaction labels only for the training sample.

Voicesense ran its vocal analysis with its machine learning modeling and trained the classification model on the training sample calls. The model was then applied to the testing sample and Voicesense gave the company its dissatisfaction classification for the testing sample calls.

The company then compared Voicesense dissatisfaction classifications for the testing sample calls versus the customer negative ratings from the survey.

THE RESULTS

Voicesense classified the customers into four dissatisfaction categories— Low Mild, Moderate, and High Dissatisfaction. The High and Low dissatisfaction categories consisted of 20% of the customers (each) and the two middle categories (Moderate and Mild) consisted of 30% of the customers (each).

The results showed that the percentage of negative survey ratings among the customers that were classified by Voicesense as 'High dissatisfaction' were 2.8 times higher (55%) than the percentage of negative survey ratings among the customers that were classified by Voicesense as 'Low dissatisfaction' (20%). Voicesense was able to accurately risk stratify the customers according to their dissatisfaction probability.