Unlock the Insights Hidden in Your Customer Data
Increasing competition from traditional and online providers increases the need to grow customer loyalty and profitability. Companies have responded by adopting a relentless focus on customer analytics, searching for insights that will help direct improvements in Customer Experience (CX) and grow Net Promoter Scores (NPS).

Discover Impactful Insights you Weren’t Looking for
To gain a competitive edge, enterprises have increasingly adopted and invested significant capital in analytics tools and platforms. But even so they are missing a crucial benefit: business insight. Most analytics tools are dashboards that measure things you explicitly tell them to look for. What they often lack is the ability to deliver insights you weren’t looking for.

This is precisely why AT&T Consulting developed a new and innovative approach to Customer Experience analytics. Our approach creates insights by incorporating data science fine-tuned by customer contact experts.

We do this in four steps:

• First, we gain a full understanding of your business goals and objectives to ensure we help you succeed in what matters most to your business.

• We then analyze the structured and unstructured text from your historical customer interactions: CRM transcriptions, “voice of the customer” feedback, reviews and surveys, social media, email and web chats, and other potential sources. From this data we create “topic models” which are driven by machine based learning, not directed key words.

• We then correlate that data against intent selections from your webpage, ACD or IVR to help measure the accuracy of existing reporting, or survey data to help define which customer interactions have the greatest impact on NPS.

• Finally, our consultants use these insights to develop custom tailored and empirically based actionable recommendations for customer experience improvement.

Why Analyze Customer Experience?
AT&T Consulting’s data science and customer experience analysis will make recommendations that have helped our clients:

• Improve productivity and ROI
  - One client saved $1.5M annually resulting from our discovery of a critical Customer Experience issue which was undetected by traditional reporting tools. Our recommendations optimized existing web and IVR self-service and reduced call volume.
  - Another client was able to improve their call disposition accuracy 36% for tracking call type and resolution.
  - Call disposition reporting is the basis for all contact center reporting and subsequent financial justification. The increased accuracy meant better return on their investments in agent training, capital refresh, and other activities.

Features
• Proven methodology for customer experience analysis and optimization
• Custom tailored scope based on your specific business goals and objectives – customer care, sales, service, marketing, etc.
• AT&T Labs proprietary Advanced Data Analytics brings quantitative analysis of your customer behaviors and interests

Benefits
• Improves customer experience
• Increases net promoters
• Reduces operating costs
• Heightens your brand image and competitive advantage
Reduce the expense and effort from interactions, and grow Net Promoters

- An AT&T client recovered $515K in lost revenue and increased NPS by identifying and remediating the root cause of dissatisfaction from customer surveys.
- By discovering a new CX issue for 13.4% of customers, AT&T Consulting identified specific workflow actions to reduce operating expense by $1.4M/yr.

Increase revenue

- Uncovering another previously unidentified CX issue helped one client increase and upsell revenue by $2.1M/yr.

Accelerate your Contact Center Strategy

- A client, using the insights from this service to develop a contact center strategy, was able to gain justification from the empirical analysis we provided. This included hard dollar savings and a projected two year ROI for a complete platform upgrade.
- In addition, those insights shaped recommendations for technology enhancement, such as omni-channel capability. Identification of the specific channels preferred by your customer’s feedback gives empirical specificity to which channels to adopt.

Network and infrastructure utilization improvement

- By reducing handle time and queue time, the carrier, contact center and data infrastructure is able to handle more throughput without additional licensing or components.

Armed with this detail derived from your customers and your operations, you will have the business impacting information needed to elevate your IT initiative into an essential business activity.

Linking Customer Activities with NPS

Our unique approach does not stop there. We can correlate topics with customer feedback scores so that customer activities are associated with projected NPS impact. Below is an illustration of how our service identifies and correlates the numbered topics by frequency and activity to projected NPS. For example, our analysis of topic #5 below revealed specific ways to direct your energies and investment so that those customers result in promoters versus neutrals.

Our consultants can also develop a business case to quantify how NPS improvement contributes to your business growth and profitability. This business case can identify the monetary impact of NPS improvement, supported by our quantitative data, and supplemented with our specific recommendations on applications, staffing, processes, and platforms.

Finally, the AT&T approach is consultative, which means you don’t have the long cycle times for integration, customization, and justification for capital expense of costly tools. Because our offering is a consulting service, we can quickly custom tailor our scope to your unique needs. In addition, because we understand key business processes across multiple industries, we are able to quickly focus in on how our service will optimize your business.

A Portfolio of Solutions for CX and NPS Improvement

In addition to the Customer Experience analysis, AT&T Consulting has a three pronged approach to NPS optimization.

Business Case Development

We can help you quantify the value of moving detractors to promoters. We develop a basis for subsequent CX analysis focused on “moving the NPS needle” to attain a specific improvement target. We then build the business case based on this improvement to help you secure approval for subsequent program efforts.

NPS “Best Practices”

A multi-disciplined maturity assessment, which may also be combined with CX analysis. It examines executive engagement, program discipline, analytics, enterprise engagement and accountability, and innovation, as illustrated below.

We help identify “early wins” to enlist key stakeholders in adopting a strategic approach, identify some best practices for removing effort from the customer experience, and develop a high level roadmap for more strategic NPS program development.

To learn more about Contact Center consulting services, visit www.att.com/contact-center-consulting or have us contact you.
Strategic NPS Program Planning and Execution
Here we help build and execute on the “early wins” identified earlier, and create a program office for strategic NPS governance activities. “Push” and “Pull” activities are balanced and integrated for maximum impact. Over time, we help you predict and track NPS performance based on both leading and lagging indicators of performance. We develop a custom tailored NPS improvement program and can assist in any of the phases of execution.

AT&T Consulting: Expertise from a Trusted Provider
AT&T Consulting brings three unique capabilities to serve your Customer Experience and NPS needs.

First, an extensive legacy of Contact Center consulting, with experiences across a broad spectrum of industries for Global 500 Enterprises.

Secondly, our expertise from the rich 100+ year history of AT&T Labs, providing the data science and “topic modeling” algorithms which we continually improve.

Finally, the experiences we have gleaned from our own internal contact center operations, which are among the largest in the world. Our own NPS journey and application of these processes has resulted in AT&T’s dramatic NPS increase of 13% and numerous industry accolades.

AT&T offers a robust suite of contact center consulting solutions. This includes channel analysis (including video, smartphone interaction, web, social media, text, email and voice), customer experience analysis, contact routing analysis (including agent definitions for skill based routing, intelligent contact, insource/outsource and offshore/near-shore evaluations), contact center technology optimization, contact center staffing optimization, contact center technology support optimization and contact center KPI/ performance analysis services.

As a leader in contact center solutions for over a quarter-century, AT&T Consulting has the proven know-how and delivery capability to help companies appropriately and cost-effectively address their customer experience and contact center requirements. No matter what your Contact Center needs, AT&T has the resources to help you make the most out of existing infrastructure, while also harnessing the power of emerging tools and technologies.

For more information contact an AT&T Representative or visit www.att.com/contact-center-consulting.