LEVELAI

From Insights to Action:

Uncover Hidden Insights and Transform Contact Center Operations

Learn how customers use our Level AI analytics to unveil root causes, optimize business operations, and improve the customer experience.
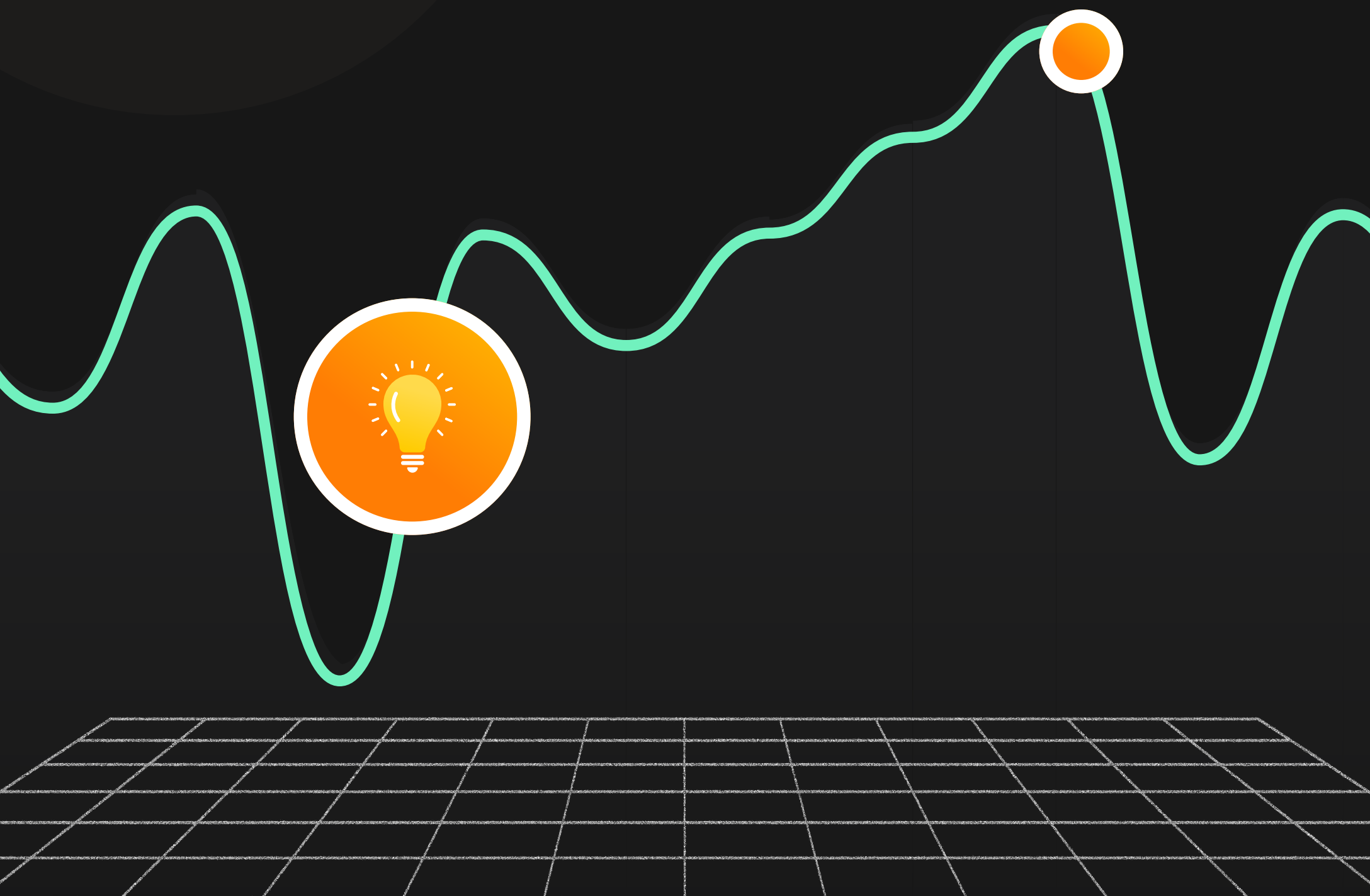
TABLE OF CONTENTS

LEVELAI

Introduction

Customer service is a very reactive area of business. Customer support teams resolve issues as customers raise them via various communication channels, including phone, email, and chat. As companies grow and expand, so do their customer bases, which is why many organizations have contact centers with trained customer service agents.

However, as the volume of customer interactions increases, quality assurance managers often struggle to accurately assess call center and agent performance to ensure the best customer experience possible.

At the same time, many companies are starting to realize that the influx of customer interactions is a treasure trove of data — specifically conversational data that can provide a deeper understanding of customer behavior and satisfaction.

Unfortunately, without the right tools, organizing and translating extensive conversation data into meaningful takeaways for business growth and well-being is often a time- and resource-consuming journey.

The Challenge: Transforming Data into Actionable Insights

While companies appreciate the sheer volume of customer data they're gathering, they often face challenges translating it into proactive insights and strategic business impacts. Some of these challenges include:

- Lack of a unified interface to monitor agent and team productivity, support quality, agent compliance, and more
- Difficulty in updating key stakeholders about contact center performance on a timely and ongoing basis
- Inability to perform deep analysis on existing data and render them into insightful custom reports

Unsure where to begin combing through the data leverage Level AI's robust <u>natural language understanding (NLU)</u> analytics capabilities. Doing so gives them an in-depth understanding of customer interactions, enabling them to drive better contact center outcomes.

Resolving these key analytics challenges is critical to improving contact center management and performance by answering key business questions such as:

- What are the main issue types/topics driving contact center volume?
- Which issue types/product features are causing the most customer frustration?
- Which agents/teams are performing the best?

And more importantly:

- How do we uncover hidden insights and opportunities from extensive customer data to help us generate more meaningful business impact?

The Solution: Central Data Repository for Ease of Management and Analysis

The key to answering these critical business questions is a full understanding of your contact center performance. This means consolidating data from the customer service tech stack for an accurate, holistic picture of the service quality, average handle time (AHT), first contact resolution (FCR), conversion, and more across all contact centers — and specifically, how this is affecting business results.

The simplest way to achieve this is by centralizing the data into one contact center intelligence platform, such as Level AI. The platform is system agnostic and can integrate seamlessly with any company's customer service stack, including:

- Telephony systems
- Customer support platforms
- CRM tools
- Workforce management
- CX/CSAT tools
- Learning management systems
- Single sign-on (SSO)

The intelligence platform removes the manual workflows and does all the data heavy lifting, so businesses can focus on the strategy and results.
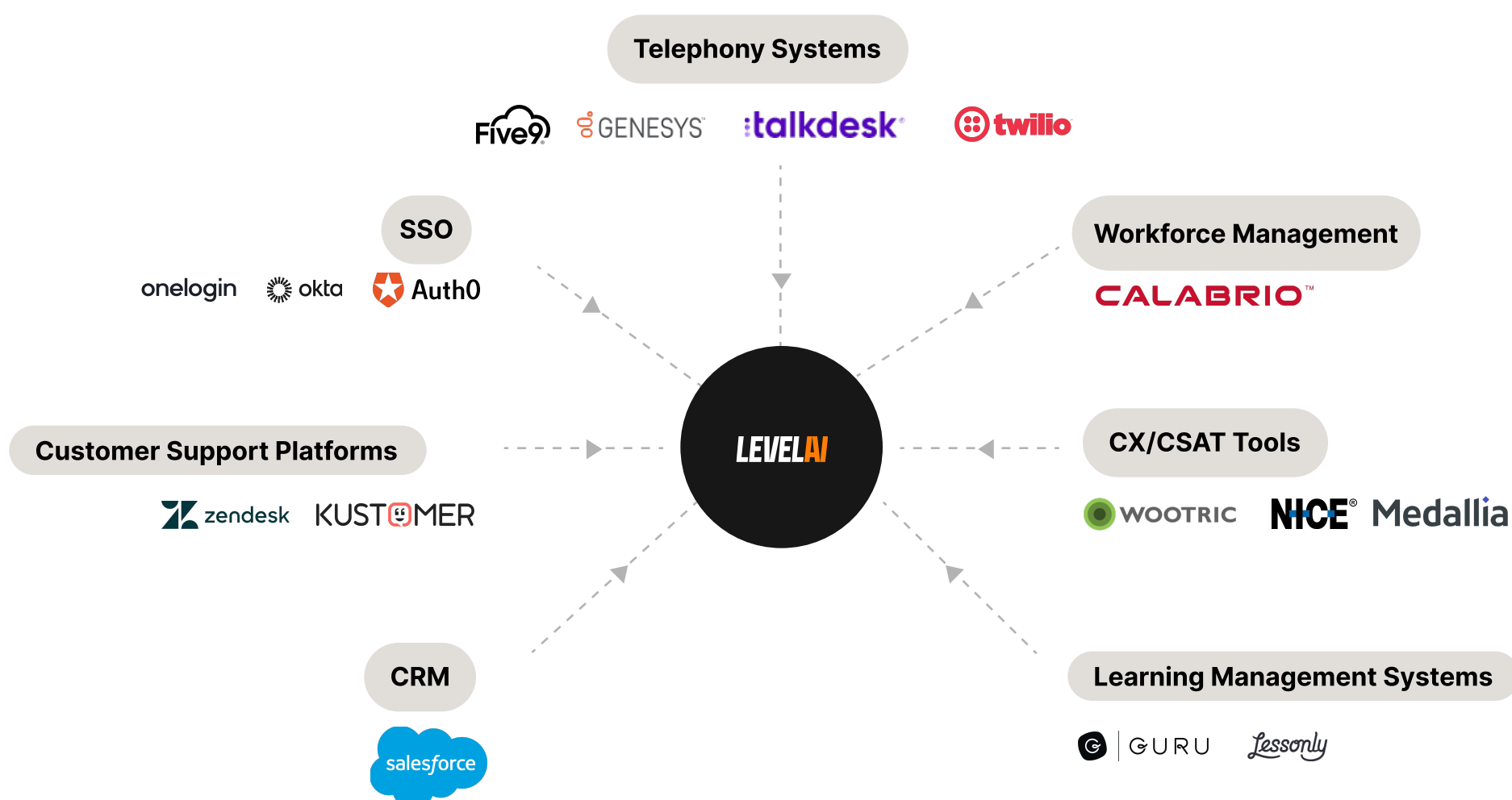
Proven Use Cases and Results from the Level AI Analytics Engine

Accurate, in-depth view of contact center and agent performance

The Level AI team works closely with clients to establish benchmarks for their baseline analysis, providing them with a clear overview to ensure agents have the coaching and tools they need to succeed. This section will examine some popular Level AI use cases and the outcomes clients experienced from using Level AI.

CASE STUDY ────────

B2B tech company reduces customer support team's average handling time (AHT) by 50%

The client noticed in the performance reports that some agents showed higher than usual average AHT and leveraged Level AI to search for agent conversations with high AHT and reviewed several to identify a possible cause.

Average Handling Time   Bottom 10 ⌄
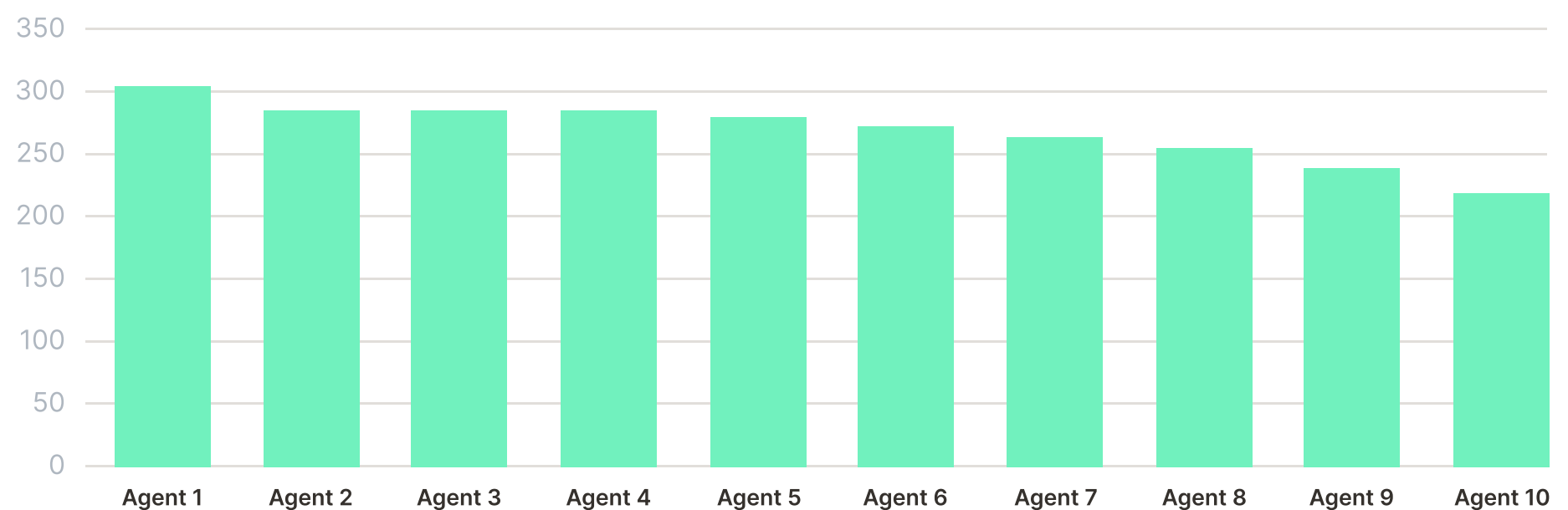
In these calls, they noticed that agents were putting customers on hold and transferring them, which increased the wait times and contributed to the high AHT. However, while there seemed to be a correlation between call transfers and AHT, the client needed to verify this with data to be certain before taking action.

The client configured the AI to listen and look for conversations with indications that the calls were transferred by entering sample phrases, such as "please hold while we transfer your call" and "let me transfer you to a dedicated team" into the system. This analysis showed a clear pattern: Agents with the highest percentage of call transfers also had the highest AHT average.

Agent Name	Total Conv	Transferred Calls	% Calls Transfers
Agent 1	177	17	8.50%
Agent 2	202	17	8.40%
Agent 3	84	6	7.10%
Agent 4	416	29	7.00%
Agent 5	146	10	6.80%
Agent 6	300	20	6.70%
Agent 7	628	32	5.10%
Agent 8	304	14	4.60%
Agent 9	198	9	4.50%
Agent 10	444	20	4.50%
Company Average	100953	1122	1.10%

Taking the analysis a step further, the client wanted to know if there was any logic behind the high volume of calls transferred. Level AI's ability to automatically categorize conversations into topics revealed that payment-related inquiries were the most transferred calls.

Topics	Total Conversations	Trigger tag: Transferring	Transfers Per Call
Product Chat	276	27	9.8%
Hardware	33445	3427	10.2%
Integrations	405	8	2.0%
Orders	38375	3902	10.2%
Receivables	1219	76	6.2%
Networking	9648	567	5.9%
Payments	10926	1161	10.6%
Grand Total	94294	9168	9.7%

The cause of the high AHT and the issue's impact on agent behavior confirmed that there may have been a lack of knowledge or insufficient training on effectively handling payment inquiries. With this insight, the client rolled out additional coaching on handling payment inquiries while continuing to monitor agent performance. As the agents completed the sessions and began applying the new training, the call transfer rate significantly decreased, and the overall AHT improved.

CASE STUDY

Enterprise achieves high quality customer service with better BPO management

Businesses that outsource customer support services to multiple BPOs can use Level AI's advanced analytics to monitor performance across the board. With a convenient, all-in-one dashboard, clients can access an overview comparison of each center's operations and delve into more specific data points on agent performances and customer inquiries. In one case, an enterprise client that leveraged Level AI to monitor the performances of six BPOs became concerned when they noticed that one BPO had a significantly lower Instascore than others.

To understand why this BPO scored lower than the others, the client listened to and reviewed a range of customer conversations. Eventually, the team noticed a lot of poor internet connectivity and language barrier issues, resulting in audible customer frustration and negative sentiments.

The client configured the Level AI conversation intelligence engine to detect language and connectivity issues with phrases, including "I can't hear you," "you're breaking up," "I couldn't understand you," and "can you please repeat that?". As the AI searched through the conversational data for these snippets, it also picked up other commonly used phrases with similar intent to provide the client with a comprehensive data set to improve the accuracy of this analysis.

The findings revealed that 31% of customer interactions with this BPO had these conversation flags — the highest amongst the group — with an average of more than 60 flags detected per agent.

Vendor	Total Conversations	Language,Understanding +Connection Issues	Language Flag per Conversations	Re transfers- Transfers per Call
BPO 1	666	113	17%	28
BPO 2	3049	933	31%	67
BPO 3	26416	5202	20%	25
BPO 4	53338	11294	21%	46
BPO 5	7458	1082	15%	32
BPO 6	5593	965	17%	46
Total	96520	19589	20%	37

The client promptly shared this finding with the BPO, resulting in an improved process that enabled them to better identify and resolve technical escalations. It also convinced the client to add agent coaching resources on empathetic language and effective communication.

Actionable insights for measurable business impact

Conversation analytics give businesses insights to optimize their call centers and maximize customer interactions. These insights empower companies to make data-driven decisions that optimize business operations and help them reach their revenue goals.
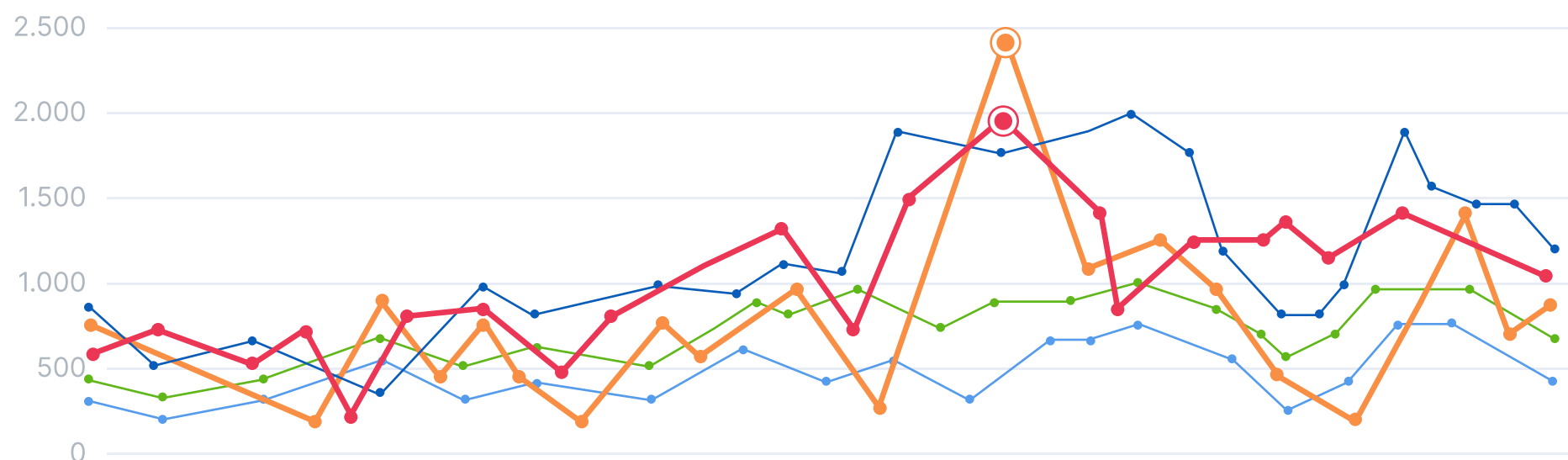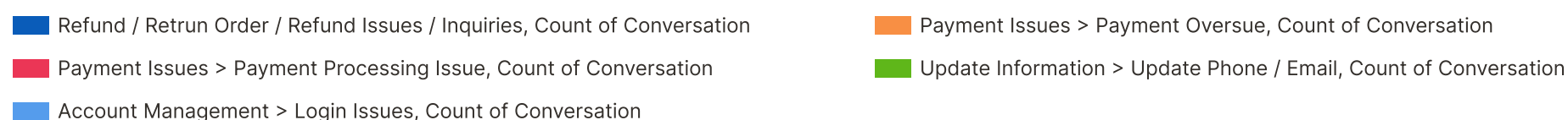
CASE STUDY

Large fintech increases CSAT by 30% and captures unrealized revenue by uncovering three-level-deep operational issues

A large fintech client noticed a significant decrease in their CSAT scores in a relatively short period, but they lacked immediate insight into why this was happening.

The client first isolated and reviewed interaction samples with negative sentiments and low customer scores within the identified time range. The review revealed a high volume of payment-related issues, but it was unclear which types of payment problems were causing the sudden spike in low ratings.

They then tapped into the power of automated conversation categorization from Level AI to quickly identify and analyze customer payment issues, which enabled them to gain visibility into daily trends of problems that caused drops in CSAT scores.

No. of Customer Cases

- ■ Refund / Retrun Order / Refund Issues / Inquiries, Count of Conversation
- ■ Payment Issues > Payment Oversue, Count of Conversation
- ■ Payment Issues > Payment Processing Issue, Count of Conversation
- ■ Update Information > Update Phone / Email, Count of Conversation
- ■ Account Management > Login Issues, Count of Conversation

Call data analysis revealed that the highest volume of calls was around payment processing and refund issues. The client reviewed call samples from days with increased activity via auto-summaries and conversation flags, discovering that all such calls were related to processing errors when making new purchases, receiving refunds, or making payments. It was clear that there was a problem with the backend infrastructure. Since the company used multiple vendors, they needed to dig deeper to see where customers with processing issues were coming from to identify which vendor or processor was causing errors.

The client conducted another custom analysis of the vendors that had escalated payment issues over the same time range. The pattern of drastic increase matched the dates of the customer reports and confirmed that the problem was caused by the same payment processor major vendors were using, which affected one-third of customers.

No. of Escalated Payment Issues   Note: Each Line is a Different Merchant
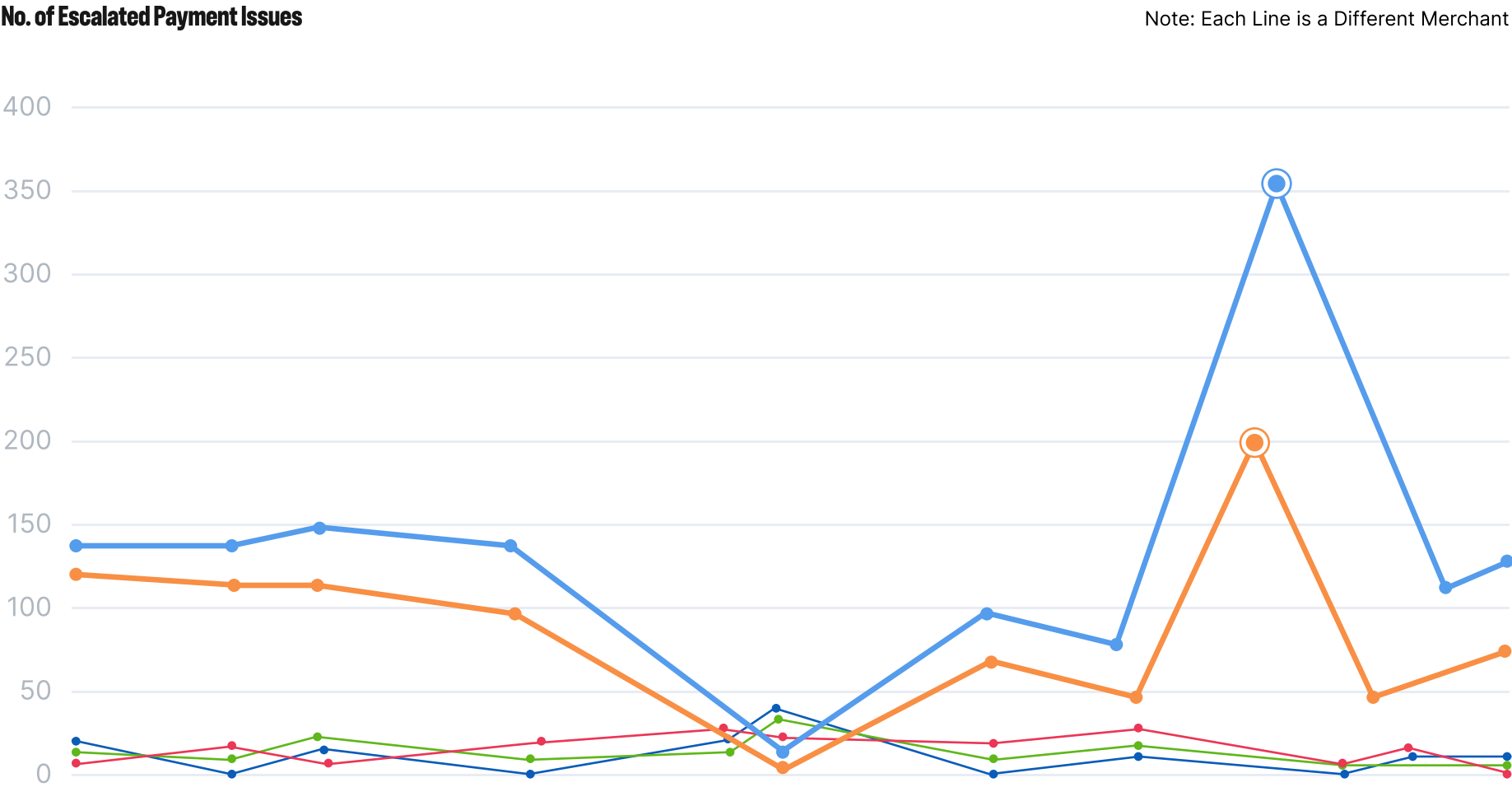

With this insight, the client worked with the specific vendors to resolve the payment processing issues and create a more efficient partner escalation plan. The client continued to monitor the customer sentiment and ratings after the problem was solved and was surprised to see some unexpected revenue gains. On top of decreased customer frustration and a 30% improvement in the CSAT score, the client also saw a jump in revenue with the increase in successful purchase and payment transactions.

Home security company boosts sales conversion rate by identifying closed-won conversation patterns

Inbound phone calls are a key sales channel for a smart home security client committed to providing an excellent customer experience, with the ultimate goal of converting new customers, improving retention, and increasing upsells. With revenue targets in sight, the client wanted to understand which conversation topics and categories resulted in higher conversion rates. That way, they could provide underperforming agents with the right strategic coaching to help them reach their growth targets.

The client began providing the AI with phrases at different stages of the sales cycle, such as "what got you to reach out today?" and "how familiar are you with home security?" for Discovery, and "when are you available for installation?" and "how would you like to pay for the deposit?" for Closing. As the system identified these speech patterns, it began to group customer conversations into the tagged funnel stages.

No. Customer Calls
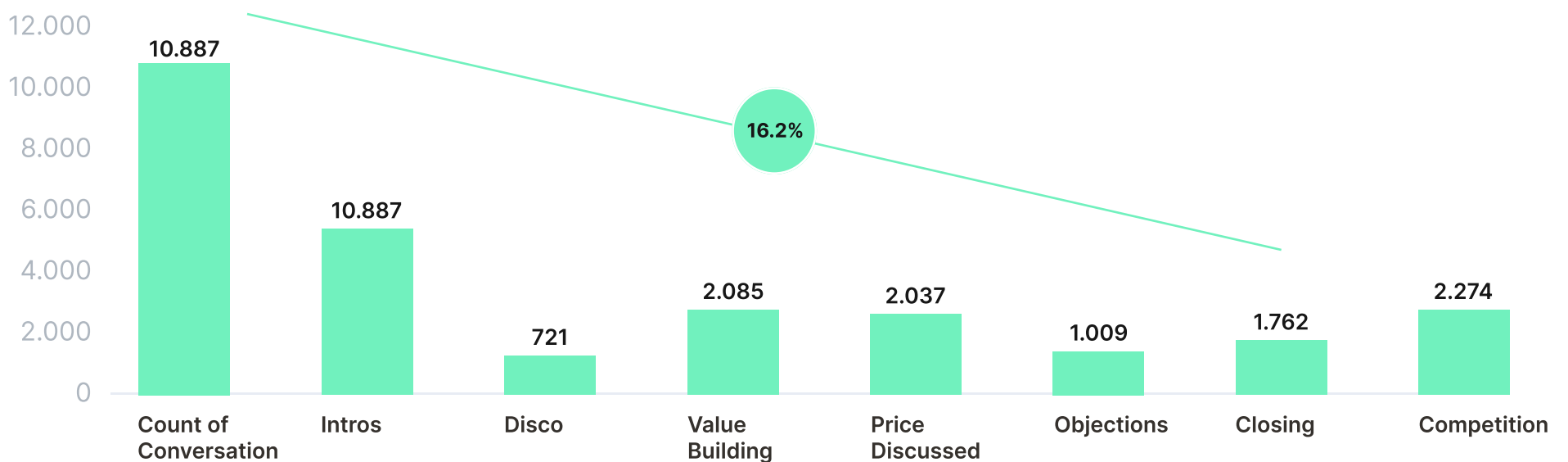
In seeing only a slight drop off in the number of customers who moved from Value Building and Price Discussed to Closing — and knowing that they competitively priced — the client deduced that value delivery during the conversation was vital in driving conversion and revenue. However, they needed more data to prove the connection between value building and closing.

Since the 16.2% conversation rate was the average, the client proceeded to query and rank each team's closing percentage and found that one team was performing a few points below the others.

Team 1, Team 2, Team 3 ████████████████ **16.2%**

Team 1 ████████████████ **17.3%**

**Team 2** ████████████████ **17.2%**

Team 3 █████████████ **13.8%**

With this performance breakdown, the client further leveraged the depth of conversational data within Level AI to analyze how each team built value during customer calls. This analysis showed a distinct correlation between team performance and value-building. The two teams with the highest closing rates were also the teams that were more focused on communicating product value. The analysis also identified the smart central control panel technology as the most effective value builder.

How Agents are Building Value   ■ Team 1 ■ Team 2 ■ Team 3   **n=10.887**
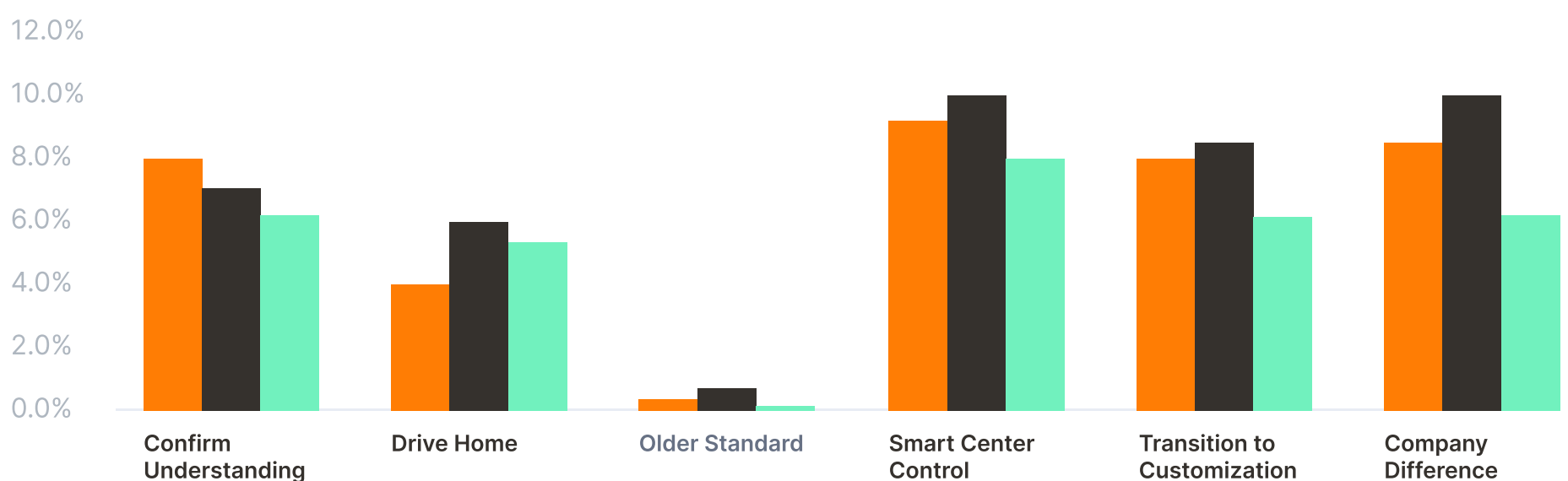
Based on the results of this analysis, the client proceeded to supplement their overall sales training on effectively conveying the product value, especially the smart central control system. Along with additional targeted coaching sessions for team 3 based on the conversation pattern identified in the leading teams, the team members ramped up their efforts and successfully achieved their sales target.

CASE STUDY ———

Financial services company increases product adoption with conversation insights

A financial technology client launched a new version of their mobile application to improve usability and reduce the contact center burden. However, they noticed increased customer calls after the new roll-out.

As was a significant update, the initial assumption was that customers might need time to ask questions and familiarize themselves with the application before becoming more self-sufficient. Even so, the team kept an eye on the call volume based on the auto-generated conversation categories and noted the high login and connectivity issues.

Because the client had not seen the expected results with their new product enhancement, they used one of Level AI's standard out-of-the-box reports to view the number of interactions by conversation category for an insight into whether the customers were running into issues with the new application.

The data showed reconnection and relink as one of the highest customer issues reported, indicating that there may be some customer usability issues that the product team was not aware of.
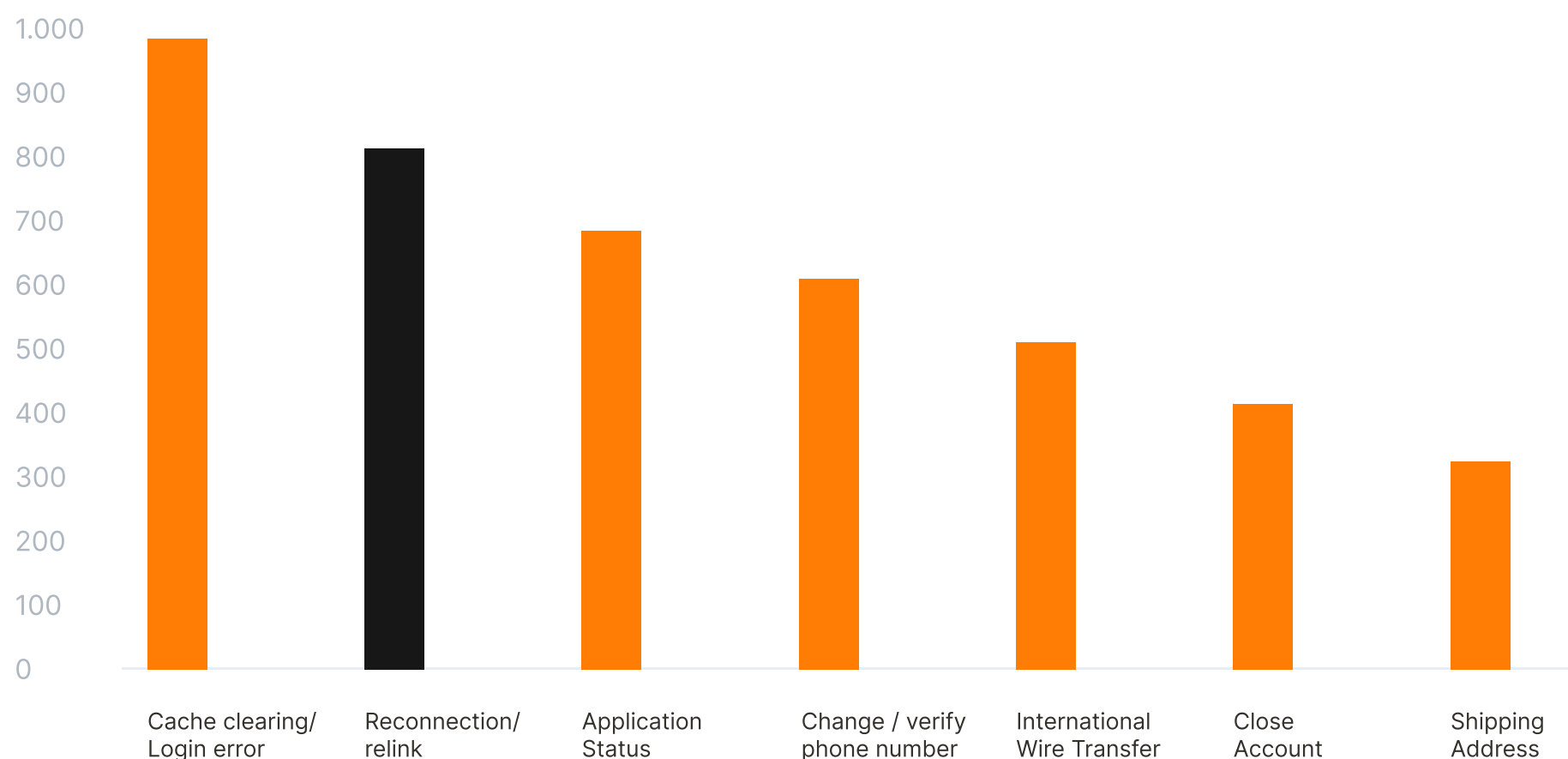
To find out which sub-issue was causing this, the client queried for all conversational data within Level AI that fell under reconnection and relinking bank accounts, which showed the number of customers experiencing cache clearing and login errors was drastically higher. The new product updates were causing caching and login issues for many customers, and the client did not see the expected results because customers had difficulty logging in to interact with the new user experience.
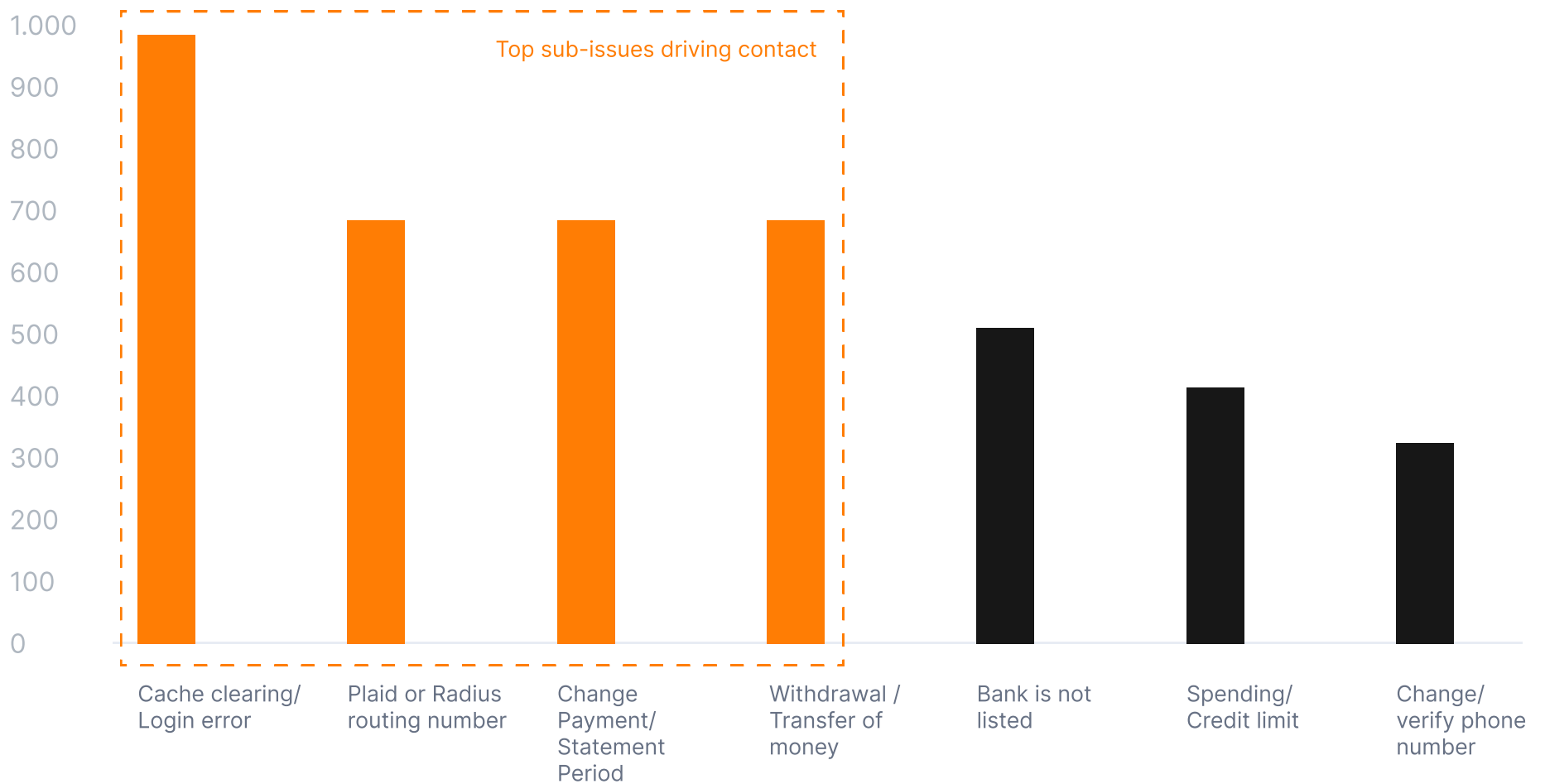
The client immediately shared the insights and findings of this data analysis with their product team to investigate and isolate the bug causing the caching and login errors. The client also worked with call center managers to ensure that all of their agents have the necessary coaching and resources to adequately address the caching and login errors and the progress on the upcoming fix with their customers.

Transform Your Contact Center with Level AI

With Level AI powering their contact center operations, clients can drill down into their data on a granular level, generating 100x more valuable insights into their business. Level AI makes this happen through our leading AI engine, which provides clients with:

- **Comprehensive** contact center data management and analysis
- **Valuable analytics and business insights** that are automatically extracted from customer interaction data across channels, including email, live chat, phone calls, CRMs, partner channels, and more.
- **Customized reports for actionable business insights** to create bespoke reports that track the metrics that clients care most about.
- **Seamless stakeholder communication** with automated report sharing ensures stakeholders are always up-to-date with contact center performance and the latest business insights.
- **Built-in AI** that tracks customer sentiment and intent through ongoing customer interactions to give clients real-time feedback on how they can further improve their tracking and analysis.
- **Easy-to-configure** conversation tags and intuitive categories that give an accurate overview of their customer interactions and contact center performance.
- **A dedicated customer success team** that collaborates closely with clients throughout their journey to ensure their success in meeting their business goals and metrics.

Request a demo today to learn more about how Level AI can transform your contact center operations and delight employees and customers alike.

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