

Case Study: Leveraging AI Speech Analytics to Drive Operational Excellence and Customer Loyalty in the Automobile Industry

Client Overview

A leading automobile company aimed to enhance its customer satisfaction (CSAT) and Net Promoter Score (NPS). Despite collecting customer feedback through various channels, they faced challenges in connecting individual ratings with overall satisfaction and deriving actionable insights from audio feedback data.

Challenges

- **Fragmented Feedback Analysis:** Difficulty in linking specific question ratings to the overall Post Service Feedback (PSF) score.
- **Limited Sentiment Analysis:** No effective way to analyze customer and agent sentiments from feedback forms and audio recordings.
- **Lack of Actionable Insights:** Manual analysis lacked efficiency and depth, delaying the identification of improvement areas.

Solution: The automobile company implemented Inteliconvo Speech Analytics to analyze customer feedback comprehensively. Inteliconvo's AI-powered platform processed audio recordings, customer feedback forms (CVBM CXM sheet), and interaction data to extract actionable insights.

Inputs Provided by the Client: The client shared NPS scorecards and call recordings to facilitate the analysis. Key points included:

- Sharing NPS scorecard of 600 calls maintained manually in Excel sheets.
- Separate NPS detractor scorecard slides.
- Requesting analysis of 500 call recordings to correlate with the manual scorecard.
- Identifying keywords reflecting dissatisfaction and appreciation from customers, as well as empathy and assertiveness from agents.
- Relating NPS detractor observations with sentiment and tone analysis.
- Developing an NPS scorecard and deriving actionable insights from correlations.
- Calculating the difference between overall SSI (Sales Satisfaction Index) and individual scores to categorize insights.

Key Features Utilized

1. **Voice of the Customer Analysis:** Inteliconvo correlated individual question ratings with the overall PSF score to uncover specific drivers of satisfaction or dissatisfaction.
2. **Sentiment Analysis:**
 - Analyzed sentiments of both customers and agents from audio recordings and feedback sheets.
 - Identified recurring pain points and opportunities for empathy-driven interactions.

3. **Observation Summary and Recommendations:** The platform generated detailed observation summaries from the analyzed data and provided recommendations to improve customer satisfaction and NPS.
4. **NPS and SSI Correlation:** Analyzed the relationship between the NPS score and individual feedback ratings. Developed insights highlighting gaps and their impacts on customer satisfaction.
5. **Keyword Identification:** Extracted keywords indicating customer dissatisfaction, appreciation, agent empathy, and assertiveness to enhance training and feedback mechanisms.

Implementation Process: • Historical feedback data, audio files, and manual scorecards were uploaded to Inteliconvo for baseline analysis. • Custom sentiment and satisfaction metrics were defined based on the company's goals. • Inteliconvo provided detailed reports and visualizations linking specific issues to overall CX performance. • NPS detractor observations were correlated with sentiment and tone analysis, driving actionable insights for improvement.

Results: • **Enhanced Customer Satisfaction (CSAT):** Actionable insights from customer feedback helped improve service processes. • **Improved NPS:** Enhanced agent training and optimized feedback handling contributed to higher loyalty scores. • **Improved Sentiment Trends:** Clear sentiment insights allowed agents to address customer concerns more effectively, boosting positive interactions. • **Faster Issue Resolution:** Data-driven recommendations enabled quicker identification and resolution of recurring customer pain points.

How Speech Analytics Drove Results:

1. **Data-Driven Decision Making:** Inteliconvo linked granular feedback ratings to overarching satisfaction scores, highlighting focus areas.
2. **Customer-Centric Approach:** Sentiment insights helped tailor responses to customer preferences, improving perceived service quality.
3. **Proactive Recommendations:** Recommendations based on detailed observations empowered the team to act on customer expectations swiftly and effectively.

Conclusion: With Inteliconvo Speech Analytics, the automobile company transformed its approach to customer satisfaction. By analyzing over 500 call recordings and leveraging actionable insights from a detailed NPS and SSI correlation, the client achieved measurable improvements in both satisfaction and loyalty. Insights from sentiment analysis, tone evaluation, and keyword identification were critical in refining processes and enhancing agent-customer interactions. Inteliconvo continues to support their journey toward delivering exceptional customer experiences, setting a benchmark for operational excellence and loyalty in the automotive sector.