

Transforming the Service Analytics Landscape: A Solution to Dark Data and Technical Debt

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Introduction

Abstract

This white paper explores the existing challenges in customer service and support, explaining how technological advancements have inadvertently worsened the customer experience. The proliferation of existing technologies has led to an overwhelming influx of dark data and technical debt, hindering the development of efficient and effective service analytics solutions. This has resulted in a growing number of dissatisfied customers and a lack of comprehensive insights to drive service improvements. However, serviceMob emerges as a solution to these issues, providing the necessary tools and capabilities to transform the service analytics landscape.

Background

In recent years, managing customer service and support has become increasingly challenging due to the complexities introduced by emerging technologies. As businesses strive to leverage these technologies to improve service outcomes, they have inadvertently faced a myriad of problems that hinder their progress. serviceMob offers a transformative solution addressing these problems in service and support.

Consider the following factors:

- Today, a multitude of technologies claim to offer analytics for customer support/service centers, yet none utilize all the data of service and model it from the perspective of the customer.
- No one puts CRM Data in a WFM system and no one takes telephony data and places it in their Chat System.
- Contact rates and the number of interactions handled isn't going down; they're going up, which is causing businesses to hire more.
- The promise that we would AI our way to automating the service journey has in fact, not...happened...and likely will not.

This begs the question: how effective are the analytics of service today if we are still hiring more agents, still talking with customers, and still getting the same contact demand?

The Problem

The proliferation of existing technologies has resulted in an abundance of dark data, which refers to unstructured or untapped data that holds valuable insights.

The Dark Data Conundrum

Organizations struggle to harness this data effectively, leading to missed opportunities for improving service outcomes. Additionally, the technical debt associated with these technologies has compounded the challenges, making it difficult to integrate and analyze the growing volume of service data. Today, the modern enterprise already has data science teams attempting to data wrangle and pull together the data of service into meaningful analytics.

The simple truth is they still end up with different slices of the same metrics – and what does that do for you? Not much, right! We end up with bi-grams and tri-grams, and regurgitation of broken/fragmented data, which doesn't allow us to action and remove contact demand. The keyword there folks is → **ACTION.**

How are you truly actioning the data of service today? When have you said we extracted 20% of our contact demand based on resolution and reduced our repeat contact rate for these contact types? Now that is a problem every service organization is facing today. Service has been dumbed down by tech, and the number of data models created now numbers in the thousands.

Impact of Existing Technologies

Existing technologies, such as customer relationship management (CRM) systems, chatbots, and ticketing systems, generate vast amounts of data. However, due to the lack of proper data management and analysis tools, much of this data remains unused, resulting in dark data. Not only dark data but a wealth of ROT (Redundant – Obsolete – Trivial) Data.

This abundance of untapped data prevents organizations from gaining a comprehensive understanding of customer behaviors, preferences, and pain points, leading to missed opportunities for service improvement. For example, a company may have a wealth of customer interaction data stored across multiple systems, but lacks the means to consolidate and analyze it effectively. Consequently, they may miss valuable insights that could drive a reduction in effort to solve support issues at scale.

Everyone believes there is a solution in market already addressing a crowded space of analytics, but the truth, a glaring “Tech-Mirage” of technologies unable to take all the data of service and produce a true end-to-end view of the Service/ Support journey.

The Dark Data Conundrum

The overwhelming evidence today suggests more than ever, businesses are drowning in data. So much so they can only rely on the same strategies they have been employing for years: hiring more agents, avoiding process innovation to improve data integrity, and implementing lackluster technology that provide minimal value. It's important to note, if contact demand has not decreased, then your analytics are failing the business.

Today, there is no platform solution service/support organizations can use which allows visibility of true contact (customer) behavioral resolution on 100% of support interactions. This is a result of none of the existing technology players designing their data models to talk to one another. Therefore, customer effort is completely missing from the equation when it comes to measuring business effectiveness.

Yes the existing technologies in the CCaaS (Contact Center as a Service) category are extremely valuable and needed. Yes, we need to rationalize sentiment. Productivity and efficiency are a critical means for us to ensure we can effectively plan and answer demand accordingly. However, these tools still absolutely require an overarching platform to enable insights based on customer effort.

Businesses need the ability to rationalize customer preferences, their needs, and issues in such a way that the business can use the data, action it, and present it to all relevant stakeholders in the service operation, i.e., frontline agents all the way to the executive who owns the service/support journey.

Technical Debt and Data Overload

The rapid adoption of various technologies has created technical debt, a metaphorical burden caused by the accumulation of suboptimal technological systems. As new solutions are implemented to address specific challenges, integrations becomes more and more complex, exacerbating the problem. Consequently, organizations find themselves overwhelmed with data, lacking the necessary tools and expertise to effectively manage and derive meaningful insights from it.

This data overload creates inefficiencies in service processes, leading to increasingly frustrated customers. For instance, a company may have implemented multiple disjointed systems to handle different aspects of customer support, resulting in fragmented data and disjointed customer experiences.

The Tech Mirage of Analytics

Meanwhile, the business is under the false perception that they have the best in-class tech, and are unable to create the best in class experience. Businesses want to know they solved the issue and no additional contacts are required. Consider the existing Erlang C model for every WFM tool in the marketplace today. None of the existing WFM tools factor repeat contacts as a percent of total contact demand. This means that staffing requirements are demonstrably inaccurate and are creating a consistent under-performing forecast.

Challenges in Service Data Integration

Integrating data from multiple sources, such as CRM systems, ticketing systems, and chatbot logs, poses significant challenges. Each system operates independently, using different data models and formats, making it difficult to consolidate the data for comprehensive analysis. This lack of integration hampers the ability to gain a holistic view of the customer journey and identify areas for improvement.

For example, a business may have data stored in different databases and systems, making it challenging to unify this data together in a way which allows visibility into the root cause of customer issues.

This creates a massive gap in the total invested time customers take during the support journey. As a result, customers may need to repeat information or switch between channels, leading to weakened relationships, churn, and higher cost to serve.

At the end of the day, no one is throwing CRM data in their Chat system. There is nothing in chat/message tools that tells us anything about the telephony data. Think of the number of times in which businesses transitioned to another technology provider and things broke. Data was no longer trusted, and it takes a significant amount of time to achieve any payback.

What is required is an extensible data ontology (model) specific to the industry and business, which fully derives all the necessary metrics, attributes, and indicators across all the systems of support.

Additionally, the ontology should rationalize the data against the most critical facts of the service/support journey, across each channel and at each stage. Not only this, but it has to be designed agnostically to the tech stack. Only then can improvements be made to the service and support operation.

The Tech Mirage of Analytics

Otherwise – what happens, businesses can't replace anything and everything breaks, which tons of companies are counting on. Why? Easy – it means you will need help. It means the business will spend money to get back up and running. It could also result in the operations deciding to completely replace the stack as a result of the incumbent challenges. NO VENDOR is incented on businesses rationalizing their data model.

When it comes to replacing your existing tech stack, serviceMob ensures your analytics is maintained even when you decide to make changes to your ecosystem. Our goal is to ensure you have all the necessary information to make better, faster decisions to optimize for resolving contacts, and reducing customer effort.

Inadequate Domain Knowledge

Emerging technologies often lack the necessary domain knowledge required to understand the nuances of service data models. This lack of understanding limits their ability to provide accurate and actionable insights. Consequently, organizations face difficulties in utilizing these technologies to their full potential

For instance, a company may invest in a sophisticated AI-powered chatbot that struggles to comprehend complex customer inquiries or fails to deliver an accurate solution.

This lack of domain knowledge erodes customer trust and worsens service issues, resulting in negative customer experiences. To truly understand service, businesses need to know how to data engineer/manufacture the data needed out of every data container and system in the frankenstack of service.

Next, there needs to be the ability to repair data upstream. Bad data is a reflection of bad process. This is precisely where serviceMob enriches the analytics of services. Understanding data and workflow processes within the service/support ecosystem is hyper critical to obtaining reliable, trusted data. Then, you need to be able to work with any/all vendors and show them HOW to fix their data model and their processes to close data gaps across the entire infrastructure of support. Which ultimately then allows you to enable continuous intelligence around the most abundant data source; your customer service/support centers.

The Need for Service Analytics Transformation

Importance of Resolving Customer Issues in One Contact

Studies have shown that minimizing customer effort plays a crucial role in enhancing customer satisfaction. Customers prefer to have their issues resolved in a single contact, without the need for multiple interactions or transferring between departments. Businesses that can address customer concerns efficiently are more likely to receive positive feedback and higher NPS scores.

For example, a company that invests in a unified service analytics platform like serviceMob can analyze customer data holistically, identify patterns, and action the data across the enterprise. This enables their customer service representatives to provide better, precise, and consistent support, reducing the need for multiple contacts and improves CSAT/NPS.

Measuring resolution is not easy, and in fact, no single company is calculating this accurately. Measuring not only the percentage of contacts resolved with one contact but looking at contacts per resolution at the contact intention level is extremely transformative for companies.

Coupling resolution with AHT (average handle time), serviceMob created a new metric called **AMPR** (average minutes per resolution) which measures the total **AHT** until contact termination by issue type, i.e., how long it takes for the business to truly solve an issue. Now imagine if the business units causing contact demand had these issue types granularized at the ticket/case level to see exactly what was done to support customers. With this level of detail, the data of service can be utilized by engineering, product teams, warehouse operations, marketing, customer success, etc., to extract contact demand and take appropriate actions.

Understanding the family of resolution, you to tap into the ability to extract contact demand with precision. By incorporating resolution and customer effort into statistical models, you can draw correlation/causation relationships which can be further analyzed from the contact level to critical cost-benefit initiatives.

This is not only what the C-Suite wants, but it is also what executives need to make better and faster decisions. Frankly, businesses only move as fast as they can make decisions. Data driven decisions get priority – full stop.

Introducing serviceMob

Enhancing Customer Satisfaction and Net Promoter Score (NPS)

Customer satisfaction is a key performance indicator for businesses, and NPS provides insights into customer loyalty and advocacy. By improving service outcomes, businesses can enhance customer satisfaction levels and increase their NPS. This, in turn, leads to increased customer loyalty, positive word-of-mouth, and ultimately, business growth.

For instance, a company that leverages serviceMob's advanced analytics capabilities can identify areas of improvement in their service processes, such as modifying products/services or simplifying issue resolution workflows, identifying demand segregation, and prioritizing highly painful issues.

By proactively addressing these pain points, businesses can boost customer satisfaction, resulting in higher NPS scores and decrease churn due to poor service and support. In fact, while AHT may have no correlation to NPS or CSAT; AMPR is absolutely correlated to NPS and CSAT. Meaning, the less effort it takes to solve an issue, the more likely a customer will rate the agent/interaction higher and would recommend the brand.

Unique Features and Capabilities

serviceMob is a groundbreaking service analytics platform designed to address the existing challenges in customer service and support. It offers advanced data integration capabilities, enabling organizations to consolidate data from various sources seamlessly.

With its AI-driven algorithms and machine learning capabilities, serviceMob provides actionable insights and predictions that improve service outcomes; consolidate data from CRMs, ticketing software, CCaaS, WFM, and more; into a unified view of your support organization. This holistic view empowers businesses to gain a comprehensive understanding of customer interactions, preferences, and pain points.

Leveraging AI and Machine Learning for Intelligent Insights

serviceMob leverages AI and machine learning algorithms to analyze vast amounts of service data and identify patterns, trends, and anomalies. This enables organizations to gain a deeper understanding of customer behavior, identify pain points and utilize the information to prevent/reduce support demand.

Introducing serviceMob

For instance, serviceMob can analyze historical customer data to identify common issues that customers face and provide recommendations for process improvements. This empowers businesses to have greater precision on the key drivers of contact demand and address these pain points, reduce contacts, and resolve the issue.

Seamless Integration and Data Model Expertise

serviceMob provides seamless integration with existing systems and leverages its expertise in service data models to ensure comprehensive and accurate analysis. By harmonizing data from disparate sources and applying domain-specific knowledge, serviceMob eliminates the challenges associated with data integration and enhances the accuracy of insights. For example, serviceMob can automatically map and standardize data from different systems, enabling businesses to analyze and derive insights without the burden of manual data transformations.

In conclusion, the challenges in customer service and support, including dark data, technical debt, and the illusion of analytics, have hampered businesses' ability to improve service outcomes effectively.

However, serviceMob offers a transformative solution by addressing these challenges through its unique features and capabilities. By minimizing customer effort, enhancing customer satisfaction, and leveraging AI-driven insights, serviceMob empowers businesses to unlock the true potential of their service data and deliver exceptional customer experiences.

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

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