

The 99 Problems with Customer Service and this is #1

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“Today, the problems consumers and businesses face are still the same as they were even just 10-15 years ago.”

Why customer service still sucks in the modern world for you, me, and everyone in between ...

There are two things certain in life: death, taxes, and...maybe a distant 3rd is customer service. Today, the problems consumers and businesses face are still the same as they were even just 10-15 years ago – and that problem is customer service data. The reasons why chatbots fail to handle complex transactions, the reasons you wait on hold, and the reasons why you have to repeatedly contact a business to solve an issue, all revolve around poor data. Think about how many players there are for Communication Services, CRM, WFM, etc. The entire technology stack of service is riddled with thousands of companies imposing their data model with the **promise of reducing customer effort**, but the opportunities for analytics are still largely untapped.

How Data Ontology has given evolution to the fundamental blockchain of service

For years the industry had a simple view of service measured in operational metrics. With **Customer Satisfaction (CSAT)** and **Net Promoter Score (NPS)**, businesses started to focus on “First Contact Resolution” without even understanding how to calculate this metric. This is because to understand first contact resolution, you need to understand the behaviors of the customers. Sure **Abandonment Rate**, **Service Level (SLA)**, **Occupancy**, and **Utilization** are great operational metrics, but they have minimal, if any correlation to the propensity of churn, or satisfaction of the service provided.

The dark data of service has left businesses measuring what they can get. The analytics

needed in this domain are extremely limited and often not scalable across the technology ecosystem of Service/Support. Why is it that we don't have more than operational metrics? Simple, the data ontology for every industry and their subsequent service or support functions to date was built without thinking of how to tie all of that data into something meaningful, and with that, the last 25 years of these ecosystems along with all the other mounted flaws created disconnection and variegated models of data now in the thousands.

What is Data Ontology?

Data ontology is the engineered creation of defined categories, elements, and properties that are uniquely categorized to your business model and industry. It is with this new ontological blockchain that businesses can truly tap into new metrics and insights of their business that captures the most important perspective – their customers.

New Days, same problems, no solution, too much pollution

As the current experience provided by agents still fundamentally revolves around productivity, businesses are challenged with meeting customer effort at a mutual cost to serve, which yields positive customer outcomes. The problem continues to be the same: business takes an operations-centric view to the dilemma.

Think about it this way, when you pick up the phone to contact any telecommunications provider you know, most likely, you are going to wait 5 minutes...could be 15 minutes; this boils down to their willingness to be “Available” and ready for your contact.

“Businesses do not understand how effective they are when it comes to resolving customer issues..”

There is a cost for every second they let you wait. The ideal path is for you to potentially self-serve, migrate to a lower cost to serve channel ... or hey maybe...give up?

The available data that businesses do have to make decisions around the effectiveness of productivity within service and support, has been limited to only data capturing the efficiency of the business. While the introduction of technologies capturing a record of the interaction, contact reason, and overall relationship with the customer has given more insights into why customers are contacting the business, the fact remains: businesses do not understand how effective they are when it comes to resolving customer issues at the contact level.

The measurements they use cannot be unified as a result of the “dark variegated data” of service... until now! serviceMob uses blockchain technology to create an experiential ledger across the disparate systems of service. In doing so, businesses not only understand efficiency (as with simple transactional models), but can now truly understand the real, behavioral efficacy at solving customer issues. As a result, businesses can now target agent opportunities based on how effective they are at solving problems.

Further, this allows greater understanding of the cause-effect relationships between operational decisions and actual, quantified, ontological impact on customers, frontline workers, the channels on which service is provided, cost-benefit trade-offs, and the overall capacity to serve for the organization. This means fewer contacts to support and fewer agents needed to support customers.

serviceMob also publishes **Chat Concurrency Rate (CCR)**, which no Chat Software Provider can render to its clients; this is making our customers insanely more productive. With the current Distributed Agent Model, many businesses were forced to adopt during the pandemic, and with the traditional over-the-shoulder management gone, businesses need access now to new metrics. **(Average Offered Per Accepted chat) AOPAc®** is a metric serviceMob created for the service support industry. With these two metrics alone, businesses are able to target agent effectiveness at handling multiple chats and have priority and ranking on which agents to coach.

My data is horrible! No, no – we get it!

If there is one thing that is consistent when it comes to customer service data, well, it's consistently horrible. Every business, including those who are Fortune 500, struggle with **the data of service**. If you asked the modern executive of service in any one of these organizations what metrics they use to manage their operation well...it's what they can get to – and what they can get to is AHT, Abandonment Rate, CSAT, Service Level, Adherence, and in some organizations, NPS. But ask them if they know their contacts per resolution for their top contact drivers and they will likely point you to cases, or ticket data.

This data however is never connected to other systems. Think about the metrics I gave you – each one – coming from a different system, heck maybe even from the same one, but guess what, they never unify this data because it's not modeled the same. It's not categorized or aligned to the data in a way

“Since coming to market in this short period of time, our clients have realized over \$44M in cost savings.”

that tells the story of how effective the business is at reducing customer effort.

serviceMob utilizes system dynamics to help navigate and reconstruct a true view of effort from the perspective of the customer. Now, businesses can measure something they have been trying for years to measure...

RESOLUTION! The resolution rate at the contact level across any channel is extremely difficult for any company to calculate. This is a result of **the vast amount of data** in service and the thousands of data models which exist in this technological jungle!

serviceMob is able to show resolution rate by channel, at the contact level, and report this from the enterprise as a whole down to the frontline agent. Our data also better informs which agents should receive demand based on contact level resolution rate, and **Average Minutes Per Resolution (AMPR®)**. With our Ontolytics engine, we can improve intelligent routing, driving agent ownership and predict better customer outcomes.

Our ability to unify this data allows us to calculate what we call **Post Interaction Transactional Churn (PITCH®)**, which allows service organizations to see which customers have churned and managed interactions to an individual churn number instead of a high-level churn score. Based on this intelligence, enterprises are now able to follow up, potentially re-target, and incentivize customers to retain their business.

Now about that bad data, serviceMob works with clients to close gaps and resolve these issues. That's right, we can help repair the data of service. This is done by partnering

with your vendors for data capture/enrichment or even helping you identify where you can get the data included in your workflows and contact handling procedures/technologies.

We understand the importance of trusted data. We work with you to fix these issues and provide strategic oversight to improve business processes. In doing so, we can ensure the data of service/support is consumed by other business units like Product, Marketing, and Sales, to help even further reduce contacts, and improve your gross margin.

Since coming to market in this short period of time, our clients have realized over \$44M in cost savings. These reductions of demand are so significant, that they have been able to reduce the cost to serve with fewer support agents needed. The bottom line – this solution works. We work to ensure your data is accurate, trusted, and consumed by all levels of the business.

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

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