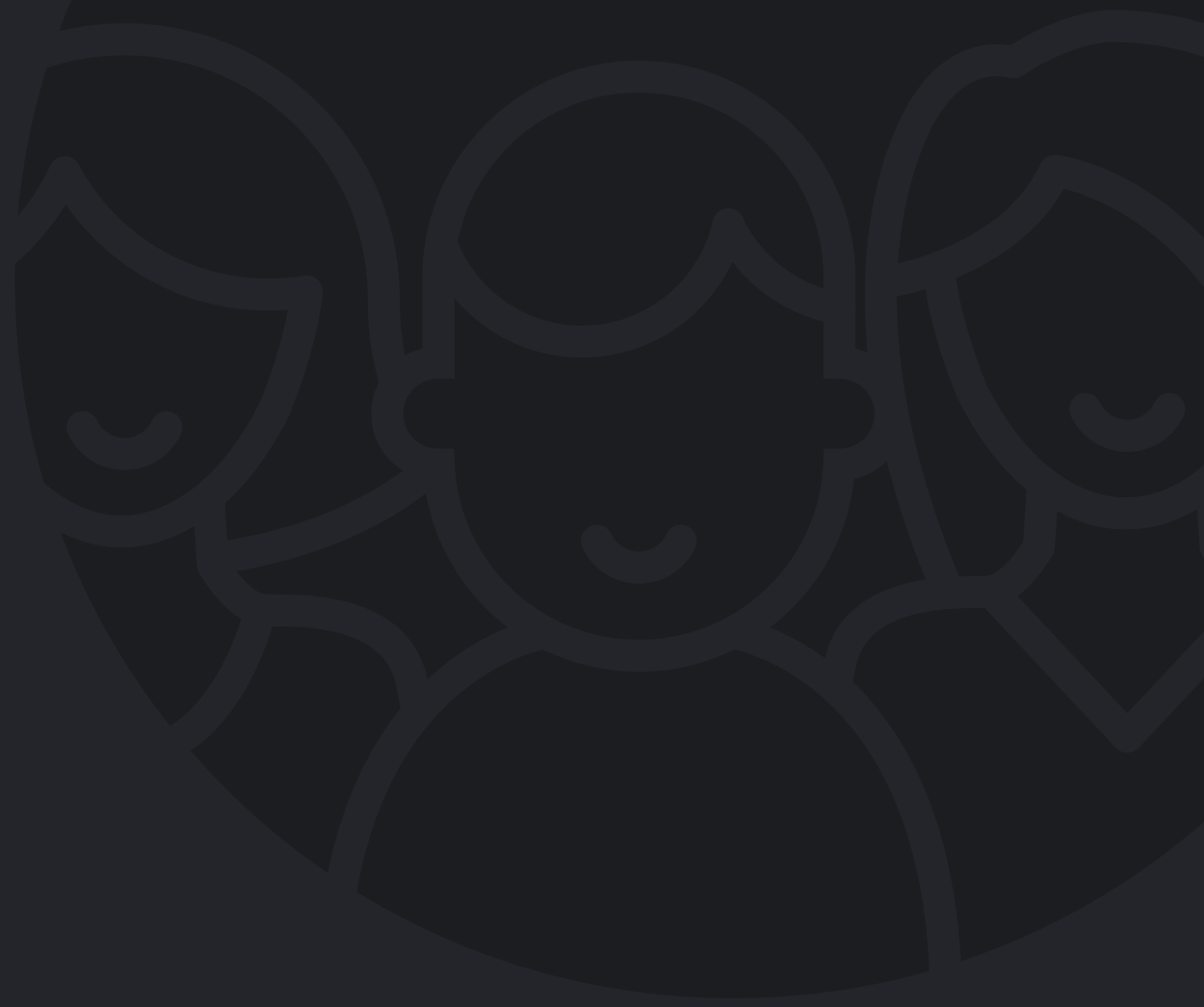

interactions

The Predictive Customer Effort Score

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In today's hyper-competitive business landscape, customer experience (CX) is a key differentiator. A critical aspect of CX is customer effort, which measures how easy it is for customers to interact with a company. High customer effort leads to disloyalty and churn, while low customer effort drives repeat business and positive recommendations. Gartner's Customer Effort Score (CES) is a popular metric for assessing customer effort, but traditional CES surveys have limitations due to low response rates and lack of scalability.

THE NEED FOR A PREDICTIVE CUSTOMER EFFORT SCORE

Traditional CES surveys capture only a small percentage of customer interactions, providing a limited view of the overall customer experience. To address this challenge, Interactions has developed an AI-powered predictive Customer Effort Score that analyzes 100% of customer interactions, providing a comprehensive and scalable solution for measuring and improving customer effort.

KEY BENEFITS OF INTERACTIONS ANALYTICS

- **Comprehensive Measurement:** Interactions Analytics captures and analyzes all customer interactions, including calls, chats, and emails, providing a holistic view of customer effort across all touchpoints
- **Predictive Analytics:** Our AI-powered model predicts customer effort scores for every interaction, even if a survey is not completed. This allows for identification of high-effort interactions and proactive intervention to improve the customer experience.
- **Scalability:** Interactions Analytics scales to handle any volume of customer interactions, making it suitable for businesses of all sizes.
- **Actionable Insights:** Our solution provides detailed insights into the drivers of customer effort, allowing companies to identify and address pain points in their processes and systems.
- **Continuous Improvement:** By continuously monitoring customer effort and analyzing trends, companies can drive ongoing improvements to their CX strategy.

HOW INTERACTIONS ANALYTICS WORKS

Interactions Analytics uses natural language processing (NLP) and machine learning (ML) to analyze customer interactions and identify patterns associated with high-effort experiences. Our model is trained on a massive dataset of human-scored interactions, ensuring high accuracy and predictive power. The solution integrates seamlessly with existing contact center infrastructure, making it easy to implement and deploy.

USE CASES FOR INTERACTIONS ANALYTICS

Identify and address high-effort interactions in real-time.

Optimize self-service channels and reduce the need for human intervention.

Improve agent training and performance.

Measure the impact of CX initiatives on customer effort.

Benchmark customer effort against industry best practices.

Why Customer Effort Matters To Interactions
Studies show that customers who experience high effort in resolving their problems are 96% more likely to become disloyal, leading to increased churn and negative word-of-mouth. In contrast, reducing customer effort can increase repurchase intent by up to 94%. In short, the less effort your customers put in, the more likely they will stay loyal, recommend your brand, and return for future purchases.

Challenges with Surveys
The primary way any business collects Customer Effort feedback is via the 7-point CES survey, which asks customers if they agree with this statement: “ABC company made it easy for me to handle my issue” The CES survey is a great way to get feedback, but it does have limitations. Most contact centers do not have a mechanism to conduct those surveys. Those that do only collect them for a small sample size.

Filling the Gaps with AI-Powered Predictions
Our AI models solve this problem by predicting what a customer’s effort score would have been—without the need for a survey. This approach allows businesses to scale their understanding of customer effort across all interactions, not just those from a small sample of survey respondents. By analyzing real-time interaction data from every call or chat, we generate a reliable and comprehensive view of customer effort and incorporate this data into our comprehensive continuous improvement process.

AI is only as good as the data it learns from
That's why we use an AI / Human-in-the-loop approach to create and tune our predictive models. By continually training and calibrating the models with real-world data, we ensure our predictions reflect true customer experiences, giving your team the confidence to make informed decisions. If your business does choose to implement the CES survey we also can calibrate models using these responses.

Driving Continuous Improvement through CES analytics

We leverage the CES models to predict the effort a customer would have provided in a post-interaction survey, even if no survey was taken. Our AI-driven approach analyzes a wide range of interaction data—from call transcripts to chat logs—delivering insights into how easy or challenging each customer interaction has been. However we take it even further with our continuous improvement services as a team of experts analyzes the CES and other performance attributes to ensure your customers are getting a low effort experience while maximizing automation.

End-to-end Analytics

Although it's important to measure the IVA / chatbot experience it does not provide the complete picture since many customers pass through the IVA and end up interacting directly with an agent. Interactions provides complete end-to-end analytics so your business can see the contact center experience through the eyes of your customer, from IVA all the way through to an agent. The end-to-end analytics is critical for not only measuring the overall customer effort, but also for increasing the IVA's automation rate and improving agent efficiency.

Conclusion

Interactions Analytics provides a powerful and scalable solution for measuring and improving customer effort. By leveraging AI and predictive analytics, companies can gain a comprehensive understanding of the customer experience and drive continuous improvement. With Interactions Analytics, businesses can reduce customer churn, increase loyalty, and drive revenue growth.

About Interactions

Interactions provides Intelligent Virtual Assistants that seamlessly assimilate Conversational AI and human understanding to enable businesses to engage with their customers in highly productive and satisfying conversations. With flexible products and solutions designed to meet the growing demand for unified, omnichannel customer care, Interactions is delivering unprecedented improvements in the customer experience and significant cost savings for some of the largest brands in the world. Founded in 2004, Interactions is headquartered in Franklin, Massachusetts with additional offices worldwide.

Headquarters

31 Hayward Street Suite E. Franklin, MA 02038 - USA

Phone: + 1 (866) 637-9049