

Decrease Support Call Volume and Spend with Customer Journey Analytics

A retail bank uses customer journey analytics to uncover the cause of new client service calls and increase operational efficiency.

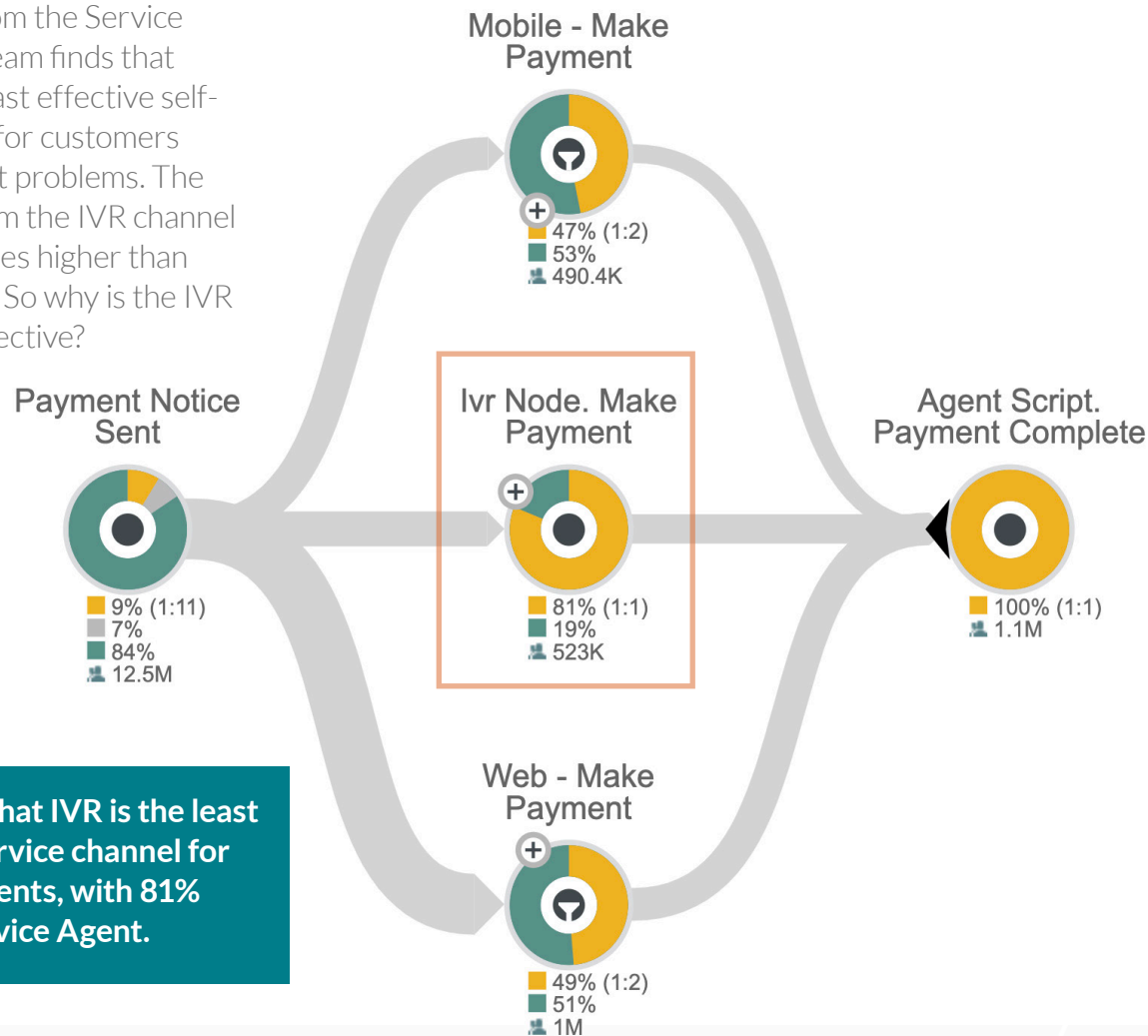
The Challenge

The team wants to understand the effectiveness of their self-service channels when customers have a problem making a mortgage payment. They start the journey with the 'Payment Notice Sent' Event, which shows that 12.5M customers were sent a Payment Request notice.

Next, they define separate paths for customers that went on to use each of their three self-service channels: mobile, IVR and web. And finally, they extend the journey to

show customers who completed their payment after speaking with a call center agent.

Looking back from the Service Agent call, the team finds that the IVR is the least effective self-service channel for customers with bill payment problems. The 81% leakage from the IVR channel is nearly two times higher than mobile and web. So why is the IVR so much less effective?



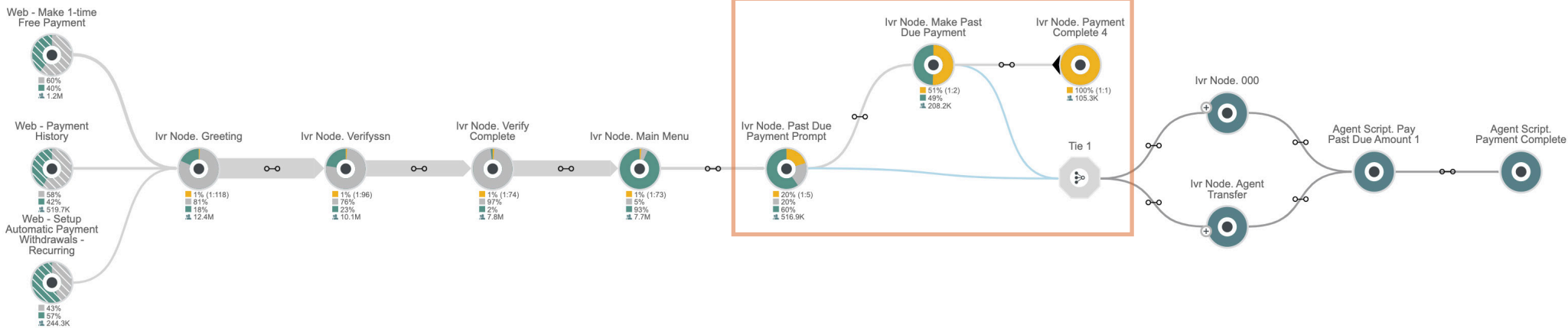
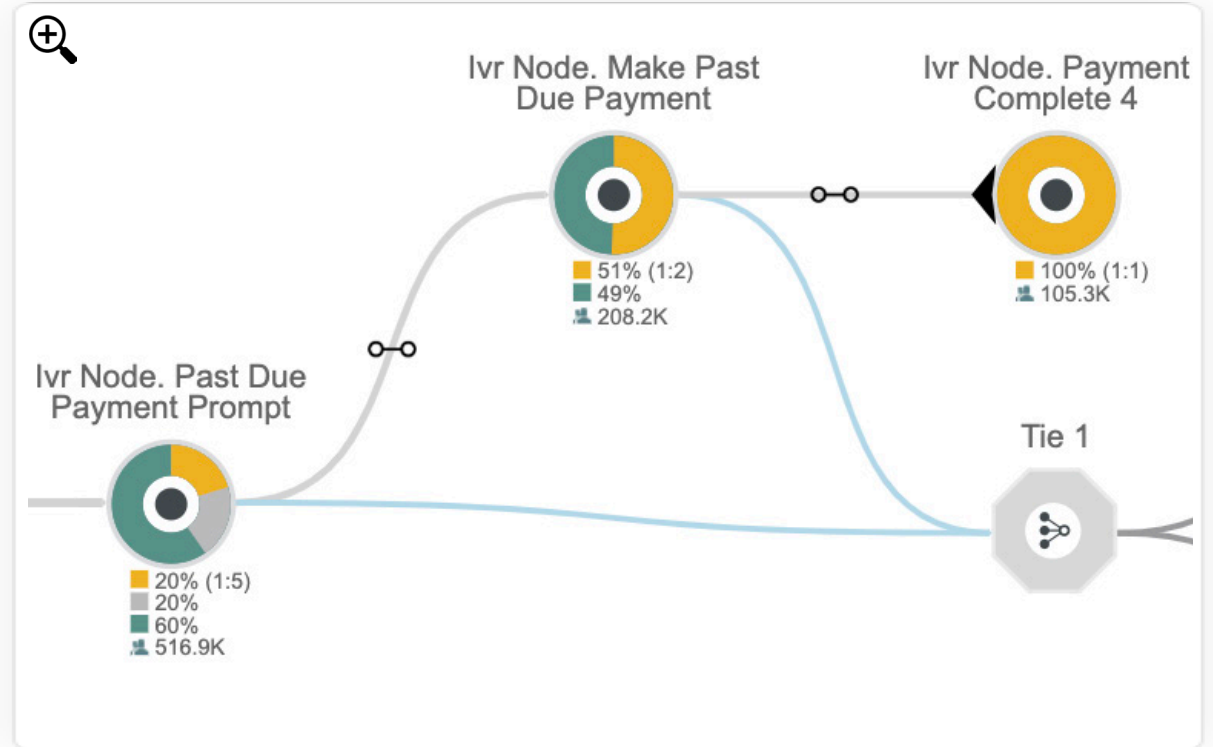
The team finds that IVR is the least effective self-service channel for setting up payments, with 81% leakage to a Service Agent.

The Solution

To find out, the team zooms in on the specific steps of the IVR micro-journey to better understand the leakage.

They find that about half of customers who attempt to make their mortgage payment through the IVR successfully complete the payment while in the IVR system.

51% of customers who attempt to make a payment through the IVR successfully complete their payment within the IVR.

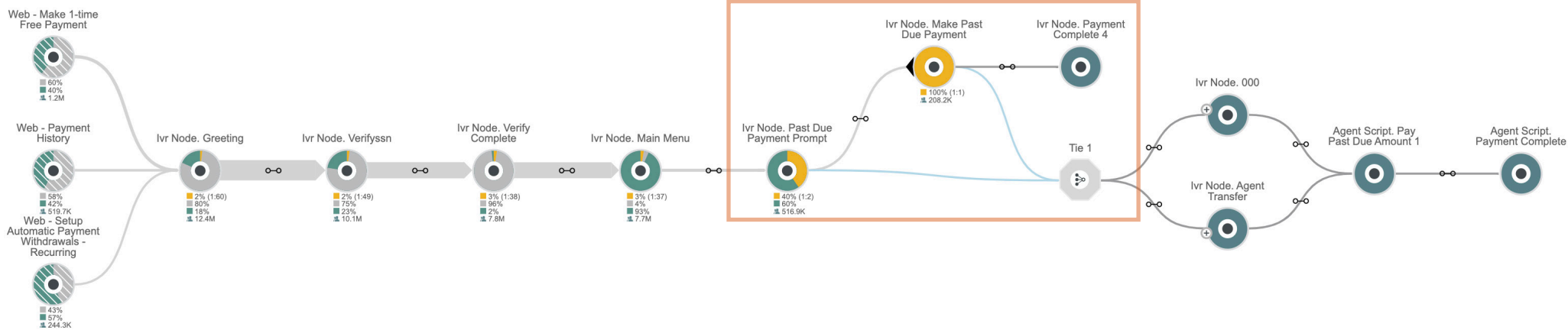
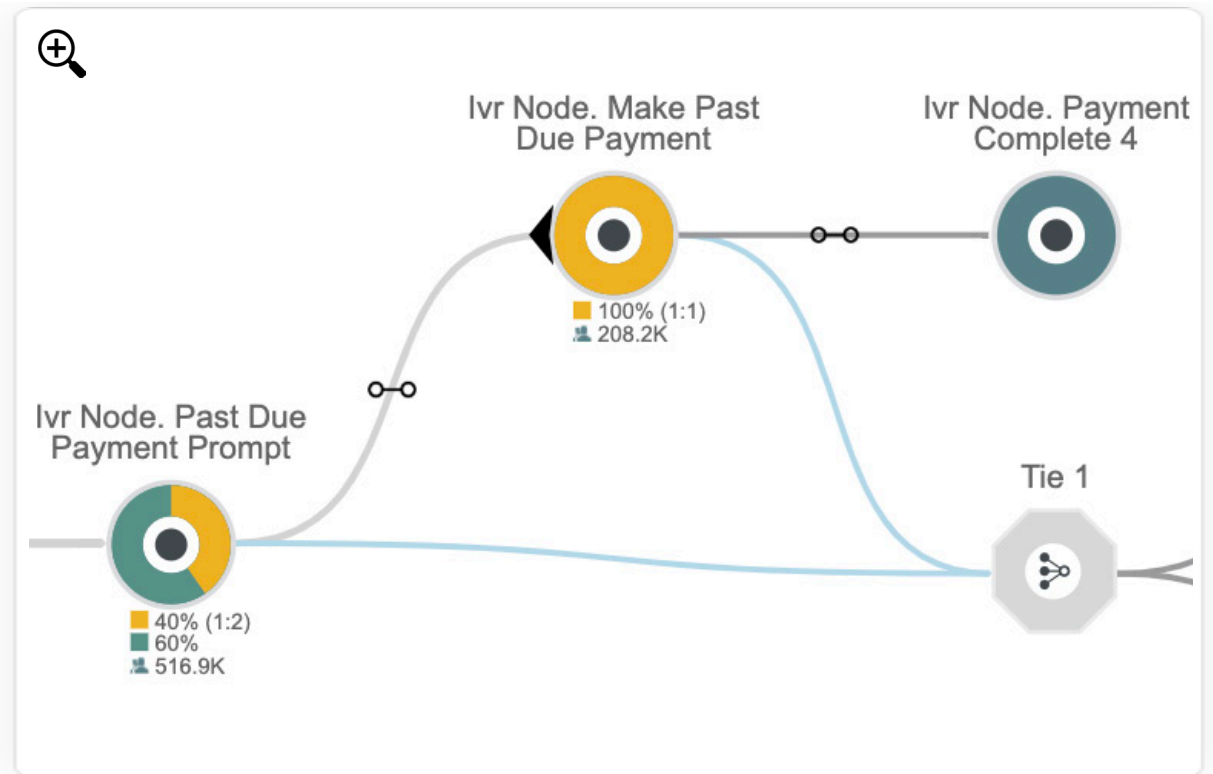


They also see that 60% of customers at the prior step abort the process and request to speak to a Service Agent without attempting to pay using the IVR system. The team acts on this information and analyzes the language at this specific point in the journey to better understand the issue.

The Results

After changing the language in this specific IVR node, more customers make their payment within the IVR, which leads to a reduction in IVR leakage, call volume and call center costs.

But, they find that 60% of customers in the IVR don't even attempt to make a payment through the IVR system—a key insight revealing a valuable opportunity to reduce IVR leakage, call volume and costs by improving the language in the IVR node.





Discover and optimize your customers' journeys

Pointillist makes it easy for CX, marketing and analytics teams to rapidly uncover actionable customer insights to dramatically improve customer experience and impact the KPIs that matter most to your business.

- Quickly understand customer behavior across all touchpoints & channels over time
- Uncover and predict high-impact customer journeys
- Drive personalized, multi-channel customer experiences

Unlike other customer analytics solutions, Pointillist lets you connect the dots between customer interactions and business goals in seconds, rather than days or weeks. By using machine learning to reveal high-impact journeys and predict likely behavior, Pointillist is like having a personal data scientist that's always on call.

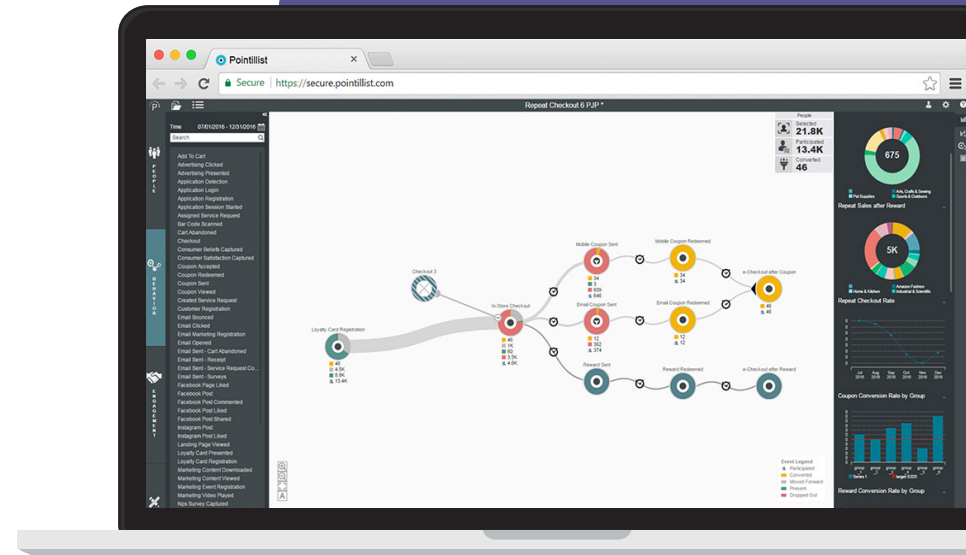
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