

# How to Use Customer Data to Optimize CX

## Digital Channels Can Help You Map the Journey



Being more anticipatory can help to expand rather than constrict your customer service abilities. Did you know that harvesting customer data and feedback can help you be more anticipatory of your customer's needs?

Did you also know it could also significantly increase your revenue, too?

A recent Gartner study found that customer feedback can increase upselling and cross-selling success rates by 15% to 20%. In the same report, Gartner revealed that customer feedback can also help decrease the cost of retaining your customers. Of the participants they polled, they found that companies that have existing customer feedback loops and actively collect, analyze, and action that data spend 25% less on customer retention than their counterparts who don't.

Here are 5 ways you can use the customer information you already have to deliver better experiences: ●



### 1 Help contact center managers be more proactive.

Harnessing customer data can help you develop deeper profiles and know instantly how to start conversations. **The ability to leverage the information that is known about a customer allows agents to proactively offer additional services or look for upsell opportunities.** An understanding of call patterns and why and when customers call helps contact center managers with scheduling.



### 2 Get a handle on customer attrition by quickly identifying at-risk accounts.

Agent scorecards for CSAT and NPS levels can offer a wealth of actionable information. When customers submit support tickets, they aren't just telling you that they're struggling. They're offering valuable information about why they're struggling. You should collect this data and analyze it for patterns. Do most escalations revolve around a certain product, feature, or service? Maybe they happen at a certain time of the month or year.

When customers contact you, they're not doing it for their health. They're offering valuable information about where you can improve.



### 3 Ramp up first-time resolution rates.

Using data in smarter ways can help your ramp up first-time call resolutions by assisting you in defining better FCR criteria.



### 4 Reduce wait times by adding variety.

Voice is still the primary escalation point for customers; it's where they go to get answers quickly and resolve atypical issues. But with voice often comes long wait times. **By adding channels like two-way SMS or other messaging options you can whittle those wait times down by diverting low-issue traffic to digital channels.** With the right data analytics in place, you can become even savvier by pinpointing repeat issues and routing them to more convenient channels



### 5 Identify agents who consistently dazzle.

Not only can harvesting customer data allow you to forecast your staffing and training needs, **it can ensure that the right people are in place at the right time to assist callers.** Customer data helps your agents focus and spend more time on what's actually valuable. It'll help you to prioritize better at an organizational level and also help your agents on the frontlines become more efficient.

We know that your agents have a tough gig. Reward top performers faster with better insight into who's sticking to the script through AI-powered call recording and agent screen cards.