

RETAIL CASE STUDY

'Retailer 1' are currently far behind some comparable organisations with their MI & data analysis of contact centre data. They are unable to accurately measure key events and have little capacity to understand the reasons why or predict customer behaviour. They are at the lowest level of maturity: Descriptive Analytics.

Key Findings:

- Reports are run with a dependency on manual processes and manual transfer of information from point solutions,
- There is little insight gathered for operational improvements.
- An MI improvement project timescales were elongated through poor governance and strained relationships with other functional areas (e.g. IT & Operations).
- The retailer had already purchased a lot of technology (incl. Speech Analytics) but was building towards a 'big bang' deployment of something new rather than utilise what they already have.

Recommendations:

- Assign dedicated project owner and build a plan focusing on specific user cases and measures of success and set realistic project goals.
- Utilise the tools immediately available to deliver actionable insights to improve operational performance.
- Implement training & education to support a culture of coaching-through-data.
- Produce easily consumable data and insights to help the frontline take actions rather than have to search for the information they require to be successful.

