INFOSYS SOCIAL CUSTOMER SERVICE ANALYTICS SOLUTION

Infosys®
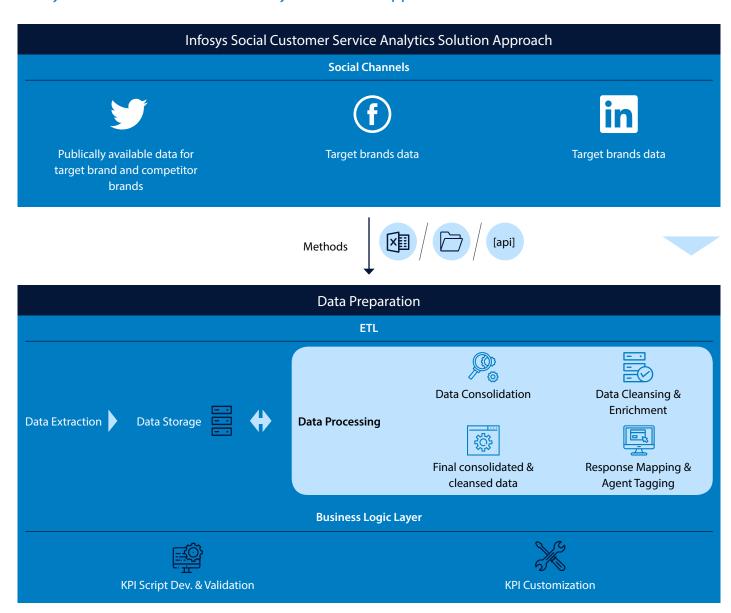Navigate your next

Objective

Infosys BPM Social Customer Service Analytics solution supports key social customer service stakeholders i.e. Head of Customer Care, Social Customer Service Manager/Lead to drive the social media customer services strategy and optimize social customer service channel performance
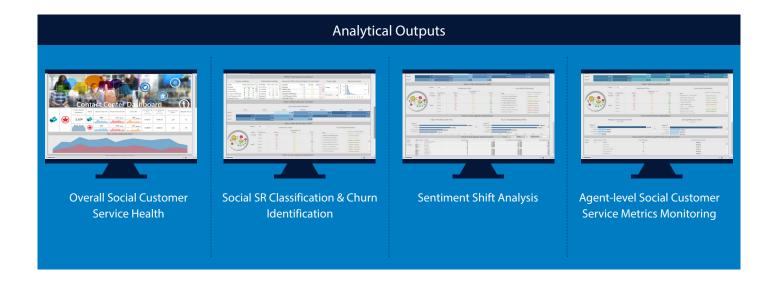
The solution facilitates monitoring social care performance (e.g. improve response rates, lower average handling time (AHT), improve customer sentiment) and generate actionable analytics

The solution provides visibility into the following areas:

- Social customer service performance in terms of :
  - Social care Twitter handle effectiveness i.e. handling efficiency, and response time
  - Identify business factors driving social customer service instance posts and analyze post-resolution customer sentiments
  - Assess social customer service performance vis-à-vis competitor
- Highlight customers who are likely to churn based on their social customer service experience
- Analyze social customer service agent performance in terms of responding efficiency

How to assess effectiveness of social customer service and compare vis-à-vis competitor ?

How to identify factors driving incoming social customer service instances?

How many social customer service instances provide feedback, positive or negative?

Is there any particular day or time were there are certain issues raised ?

How good is the response time? Do you have a good speed to respond ?

Does agent performance alter based on specific themes ?

Infosys Social Customer Service Analytics Solution Approach

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Social Channels

Publically available data for target brand and competitor brands

Target brands data

Target brands data

Methods ⊞ / 📁 / [api]

Data Preparation

ETL

Data Extraction ▶ Data Storage ◀▶ **Data Processing**

Data Consolidation

Data Cleansing & Enrichment

Final consolidated & cleansed data

Response Mapping & Agent Tagging

Business Logic Layer

KPI Script Dev. & Validation

KPI Customization

Analytical Outputs

Overall Social Customer Service Health

Social SR Classification & Churn Identification

Sentiment Shift Analysis

Agent-level Social Customer Service Metrics Monitoring

Key Social Customer Service Areas Analyzed

A

Social Customer Service Health (Brand & Competition)
- Instance Trend Analysis
- Instance Handling Efficiency Analysis
- Customer Effort Experience Analysis
- Competitive Benchmarking

KPI's
- Untouched Rate %
- Avg. Response Time (mins)
- Avg. Customer Effort
- Repeat Touch

B

Instance Classification & Impact
- Business Theme-based Instance Classification
- Customer Sentiment Analysis
- Instance & Sentiment Driver Analysis
- Social Customer Service Impact Analysis

KPI's
- Theme & Sub-theme wise Instance Volume
- Theme-wise SR Volume %
- Theme-wise Customer Effort
- Customer Sentiment
- Customer Churn Vol.

C

Volume Activity
- Activity Analysis (Weekday v/s Weekend)
- Sentiment Transition Analysis
- Competitive Benchmarking

KPI's
- Daily and Weekly Instance Volume%
- Sentiment Shift % (Negative to Positive)
- Sentiment Shift % (Positive to Negative)

D

Agent Performance
- Overall Handling Efficiency Analysis
- Theme-wise Handling Efficiency Analysis

KPI's
- Theme-wise First Response Time & Avg. Response Time
- Agent-wise Instance Volume Managed
- Agent-wise HT, AHT (mins)
- Agent-wise First Response Time (mins)

Output - Information Landscape - Social Customer Service Overview

Social Customer Service Instances Volume
- Indicates overview of social customer service instances (requests) raised over social platforms & brand-wise distribution
- This helps in comparing magnitude of brand service/s related issues & concerns vis-à-vis its competitors

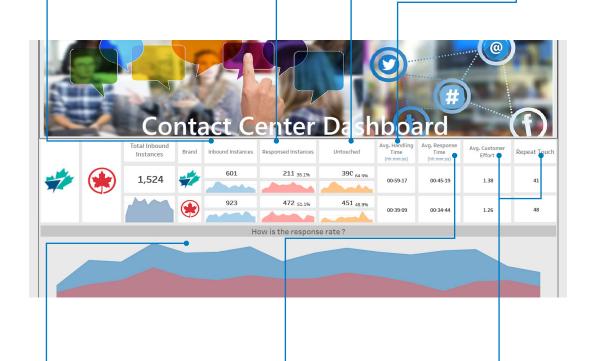**Responded Social Customer Service Instances**
- Indicates overview of social customer service instances responded by social customer service team and its distribution
- This helps in comparing overall response rate of a brand vis-à-vis its competitors

Untouched Social Customer Service Instances
- Indicates backlog of social customer service instances, not yet initiated by social customer service team
- This helps in comparing overall service response delay of a brand vis-à-vis its competitors

Average Instance Handling Time
- Handling time Indicates duration between customer instance tweet & last response tweet
- This helps in comparing avg. processing time per instance of a brand vis-à-vis its competitors

Contact Center Dashboard

	Total Inbound Instances	Brand	Inbound Instances	Responsed Instances	Untouched	Avg. Handling Time (hh:mm:ss)	Avg. Response Time (hh:mm:ss)	Avg. Customer Effort	Repeat Touch
	1,524		601	211 35.1%	390 64.9%	00:59:17	00:45:19	1.38	41
			923	472 51.1%	451 48.9%	00:39:09	00:34:44	1.26	48

How is the response rate ?

Social Customer Service Instance Trend Analysis
- Indicates periods with high/ low incoming instances and subsequent response rates
- This helps social customer service team to identify "High instance flow - low response rate" periods and act accordingly

Average Response Time
- Average time elapsed between all customer social messages and agent replies
- Response time is significantly related to CSAT & provide foundation of SLAv

Customer Effort & Repeat Touch
- Customer effort indicates average number of messages per instance and repeat touch indicates instances with more than two interactions
- Customer effort should be ≤ 2 numbers

Output - Information Landscape - Social Customer Service Theme Analysis

Theme-Wise Trend Analysis
- Indicates instances trend against individual brand business themes & resp. sub-themes
- This helps in analyzing seasonality of theme-wise instances
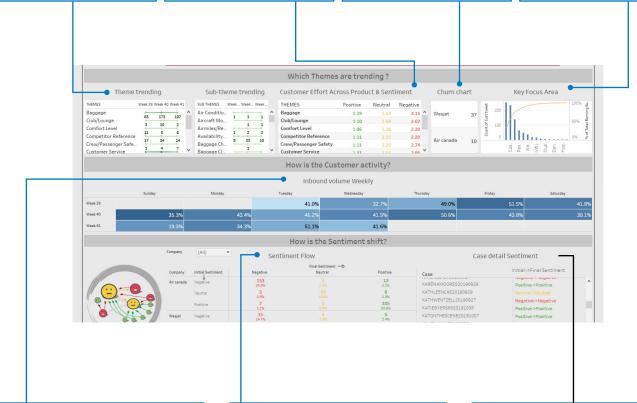
Customer Effort-Sentiment Correlation
- Indicates theme-wise avg. customer effort & resulting sentiment
- This helps in focusing resources/ trainings towards critical themes with high effort & negative sentiment

Churn Likelihood Analysis
- Indicates customers who are likely to churn post social customer service experience

Key Focus Area
- Indicates Pareto for untouched instances vol.
- This helps in additional staffing to support critical themes

Customer Activity Analysis
- Indicates day-wise social instance volume & resolution pattern, e.g. social instances are preferably raised during Sunday and Monday
- This helps in week/day-wise resource optimization to improve resolution rates

Customer Sentiment Shift
- Indicates overall change in customer sentiment as a result of interactions with social service agents
- E.g. high %age of negative to positive sentiment shift indicates excellent overall effectiveness of social service team
- This helps in competitive benchmarking of overall effectiveness of social service team

Social Instance-wise Sentiment Shift
- Indicates social instance-wise change in customer sentiment as a result of interactions with respective social service agent

Output - Information Landscape - Social Customer Service Team Analysis
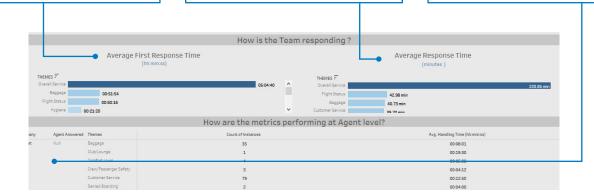
Theme-Wise Average First Response Time

- Average first response time is calculated as sum of all first response time (time between first customer message and initial agent response) divided by total resolved social instances
- This chart indicates key themes driving average first response time
- High averae first response time can result into customer service channel switch

Theme-Wise Avg. Response Time

- Indicates average time elapsed between all resolved customer messages and agent responses
- Response time is a key driver of customer satisfaction. As per Twitter, customer expect response time within 1 hour
- This chart indicates key themes driving overall response time

Agent-Level Performance

- Indicates agent-wise KPIs such as social instance volume and average instance handling time
- This helps in assessment of individual social customer service agent based on instance volume capacity and handling efficiency
- High performance agent are the one/s who manage high instance volume at low average handling time

How is the Team responding ?

Average First Response Time (hh:mm:ss)

THEMES	
Overall Service	05:04:40
Baggage	00:51:54
Flight Status	00:50:16
Hygiene	00:21:20

Average Response Time (minutes)

THEMES	
Overall Service	220.85 min
Flight Status	42.98 min
Baggage	40.73 min
Customer Service	39.70 min

How are the metrics performing at Agent level?

any	Agent Answered	Themes	Count of Instances	Avg. Handling Time (hh:mm:ss)
t	Null	Baggage	35	00:08:01
		Club/Lounge	1	00:19:30
		Comfort Level	4	00:05:02
		Crew/Passenger Safety	3	00:04:12
		Customer Service	79	00:12:50
		Denied Boarding	2	00:04:00

For more information, contact infosysbpm@infosys.com

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