



# CUTTING THROUGH CHATTER

## Abstract

Making sense of chatter can be difficult especially when there's a lot of it – like on social media. But a large US telecom client was able to leverage Infosys BPM's social customer care analytics solution to effortlessly have enhanced visibility into the root causes for low customer satisfaction.

## The client

Infosys BPM's client is one of the largest telecom companies in the world, and provides communications, information and entertainment products and services to consumers, businesses, and governmental agencies.



## Customers, complaints, and care

The client offers multi-channel customer support to its huge customer base through live chat, email, phone, self-help, and social media. This generates huge volumes of social media footprints on different social platforms such as Twitter, Facebook,

Instagram, YouTube, and LinkedIn.

The client experienced a huge surge in the volume of customer complaints and the customer experience score was also deteriorated. Needing an outside-in

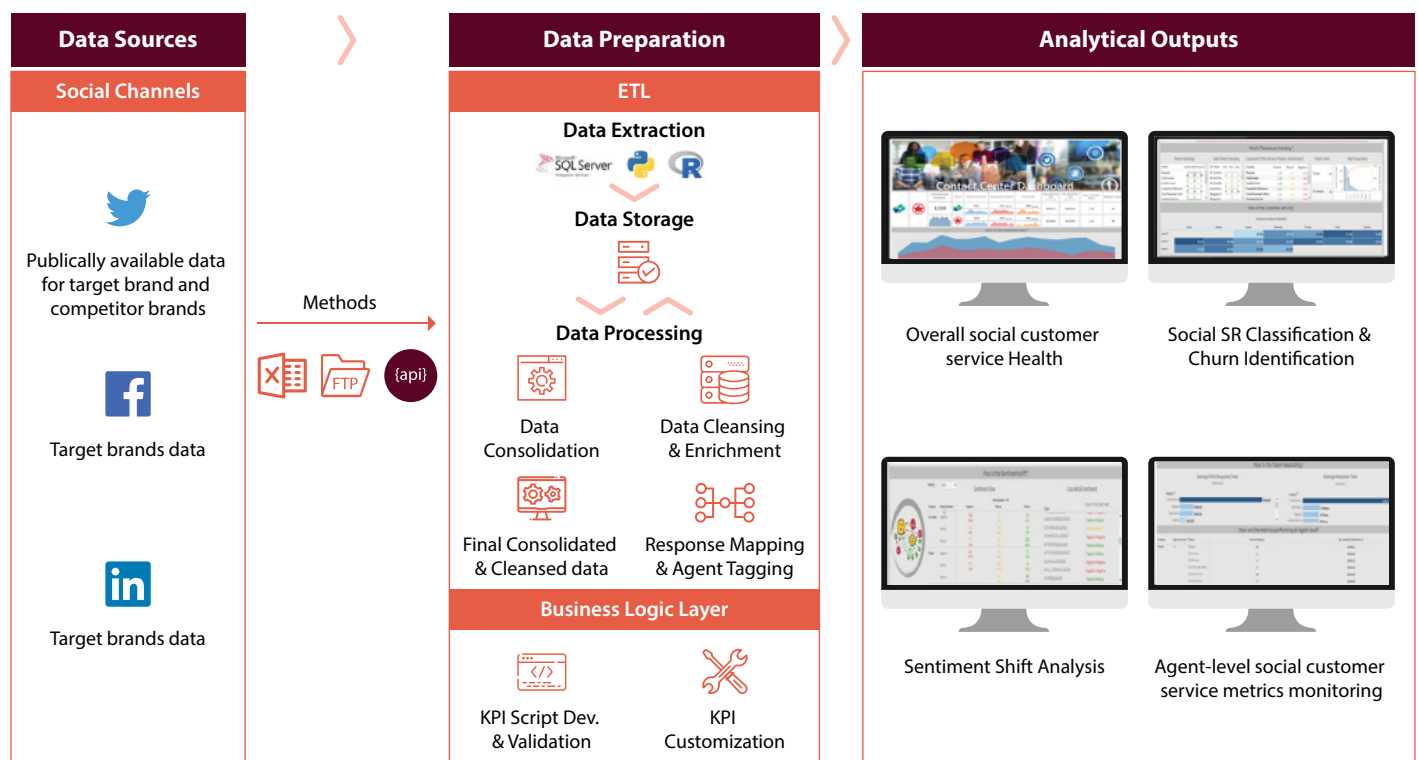
perspective of its social customer care performance, the company approached Infosys BPM to help it understand the factors for the low levels of customer satisfaction.

## Getting real insights in three steps

Infosys BPM deployed a team consisting of domain expertise with wide-ranging

experience in helping clients with all types of digital operations ecosystems. The team

followed a three-step approach to come up with a robust solution as detailed below.



- **Extract**

In the first phase, the team commenced with extracting Twitter and other social data relating to the client and its competitors, using APIs. Next followed the development of machine learning-based procedures to pre-process the social data. This ensured that only the data relevant to the client and related to its social customer care would be sent forward to be analyzed in the subsequent stages.

- **Define & Build**

In the next stage, the team defined various telecom domain base rules and built several machine learning models. Among these, an automated topic classification algorithm helped understand the diverse conversations on social media, and other algorithms

created with the help of training data could be used to developed topics and sub-topics for these conversations.

Further, the team also developed a refined sentiment model which considered not only the conversations that mentioned the client but also those that mentioned competitors and non-competitors, to analyze customer sentiment holistically. The model included a separate module on emoji sentiment which could resolve discrepancies in understanding social customer care conversations that used both text and emojis. This helped in capturing the true customer sentiment and identifying the cause of negative user experience

Other algorithms developed by the team helped with mapping and providing threads of customer and

agent conversations. These threads gave a better understanding of the context of conversations as all previous interactions were tagged and could be further utilized for deeper analysis such as for monitoring the performance of customer service agents.

- **Deliver**

The final stage of the project involved the team developing an insights dashboard using Tableau for monitoring social customer care performance. This enabled business users to slice and dice performance metrics and view them across multiple dimensions such as root cause level view, sentiment level view, or agent level view. The dashboard also featured comparisons of the client's social customer care performance metrics vis-à-vis its competitors.

## Better insights for better care

Once implemented, Infosys BPM's social customer care analytics solution started delivering immediate benefits by unearthing the unseen potentials. It helped the client enhance customer experience by identifying the cluster of negative conversations around direct customer service operations which was impacting the sentiments, with contribution of 25% negative scores.

The client was also able to perform quick retention through interventions for protentional high risk customers – loyal customers with an average tenure of 20 years with the brand. The bottom-line? Cutting through the chatter helps get to the roots of the pain.



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