

Decoding Customer Interactions:

The Power of Understanding Human Communication

March 2024



Session Overview

With the numerous human-based metrics used to manage corporate performance, most contact center operations have focused their investment decisions on technical advancements that remove the human component.

Yet, measures involving VoC, Promoters, and QA remain prevalent throughout all organizations. Many executives have sought to learn the true ROI involving sentiment... a high QA score... or even Top Box satisfaction. For many, attaching an ROI to these metrics appears daunting, moving them to a 'necessary evil' expense line. In the age of AI, we find ourselves pushing for investment success associated with corporate efficiency and reduced headcount, but how about the same rigor toward retaining humanity in our enterprises? Societal research continues to show that people resonate with and need personal connection. The relationship between our customers and brands should capitalize on that need while continuing to foster satisfaction with product offerings.

Hear from industry-leading executives who have capitalized on humanity's power and created tangible business results. Then let's collaborate as a Community to define what tangible success means for our Humanity Factors. Facilitated break-out tables will focus on customer sentiment, agent behavioral factors, customer satisfaction, and the difference between proactive and reactive communication analyses to design the next generation of ROI models as we embrace the AI era.



TPG

powered by **anna**[®]

From the Tagline of
**'This Call May be Monitored for
Quality Assurance'**

to Anna[®], the industry's first AI-
conversational QA assessment platform,
TPG founded and reinvented the
Independent Quality Assurance market.



Human Expression: What We Claim to Value

Sentiment... Language... Speech... QA...

Today's vernacular as we move into the AI-Era

We all reference these terms, but do we know how to place tangible value on the human voice expressing such communication?

Efficiency Metrics: What We Find Tangible to Value



Sentiment

Resolution Rate

Conversion Rate

Voice of Customer

AHT

CSAT

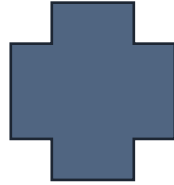
Speech Analytics

QA

Self-Serve Technology

But There Is A Formula to Retain our Humanity

**Effective
Communication Skills**



**Customer Sentiment
Reaction**

Our Research shows that effective communication has a stronger relationship to sales revenues than price

And will overcome tedious systems to secure Top Box CSAT

How??

The Morgan & Morgan Story

Communication Skills

Client Demeanor

Sales Effectiveness

Compendium Preview 1 Anna's Compendium Competencies | Anna's Sales Effectiveness Compendium

Clear Validate Search Behaviors

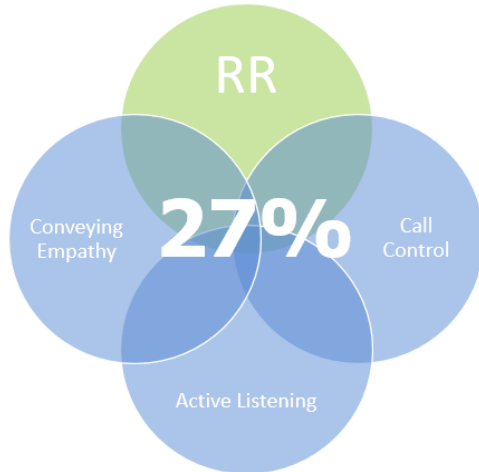
TPG KPIs	TPG KPIs	
Greet & Intro	Reason for Contact Level 1	
Discovery	Reason for Contact Level 2	
Product Presentation	Channel	<input type="checkbox"/> Inbound <input type="checkbox"/> Outbound
Customer Reaction	Greet & Intro	
Close/Wrap Up	Customer demeanor at start of call	<input type="checkbox"/> Audibly happy <input type="checkbox"/> Neutral <input type="checkbox"/> Irrate <input type="checkbox"/> At Risk
Communication	Discovery	
VOC/VOA	Call Scenario	<input type="checkbox"/> Buyer <input type="checkbox"/> Shopper
	Pr INTENT: Rapport building is a proactive engagement technique from the Agent to the customer to establish a relationship, unlike conveying interest and empathy, which is a reactive technique based on a customer situation that is voiced and requires a response. This proactive technique is designed to acknowledge that this is a human to human interaction and the customer is speaking with a person and not a computer system.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
	C Meets Expectations - Agent is conversational during the call/gathering of data from the customer, limiting their frustration at the questions asked or the purpose of call. Agent attempts to make the dialogue/process more enjoyable, attempting to establish rapport, by engaging the customer in the conversation to build a sense of camaraderie and trust	
	C Coaching Opportunity - Agent sounds like she is just "robotically" going through the motions of rapport building and interacting in the call. An attempt has been made to engage the customer but it is not carried out through the call/pursued to further engage beyond the initial attempt	<input type="checkbox"/> Audibly happy <input type="checkbox"/> Neutral <input type="checkbox"/> Irrate <input type="checkbox"/> At Risk
	C Unacceptable - Agent does not not utilize any interactive conversational techniques and therefore does not attempt to engage the customer in conversation.	<input type="checkbox"/> Yes <input type="checkbox"/> No
	C N/A - The call scenario is transactional in nature; the dialogue does not require the Agent to engage the customer in conversation. The opportunity to build rapport with the customer is not present.	<input type="checkbox"/> Yes <input type="checkbox"/> No
	C Builds rapport by engaging customer	<input checked="" type="checkbox"/> Meets Expectations <input type="checkbox"/> Coaching Opportunity <input type="checkbox"/> Unacceptable <input type="checkbox"/> N/A
	Conveys interest & empathy to customer situation	<input type="checkbox"/> Meets Expectations <input type="checkbox"/> Coaching Opportunity <input type="checkbox"/> Unacceptable <input type="checkbox"/> N/A
	Displays brand loyalty via customer assistance/direction	<input type="checkbox"/> Meets Expectations <input type="checkbox"/> Coaching Opportunity <input type="checkbox"/> Unacceptable
	Maintains call control to guide conversation	<input type="checkbox"/> Meets Expectations <input type="checkbox"/> Coaching Opportunity <input type="checkbox"/> Unacceptable
	Takes ownership & displays willingness to help	<input type="checkbox"/> Meets Expectations <input type="checkbox"/> Coaching Opportunity <input type="checkbox"/> Unacceptable
	Uses active listening skills	<input type="checkbox"/> Meets Expectations <input type="checkbox"/> Coaching Opportunity <input type="checkbox"/> Unacceptable
	VOC/VOA	
	Customer conveys positive sentiment	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Customer conveys negative sentiment	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Customer states intent to express complaint	<input type="checkbox"/> Yes <input type="checkbox"/> No

We follow a Proven Formula to Transform "QA" into a Business Transformation Model focusing on:

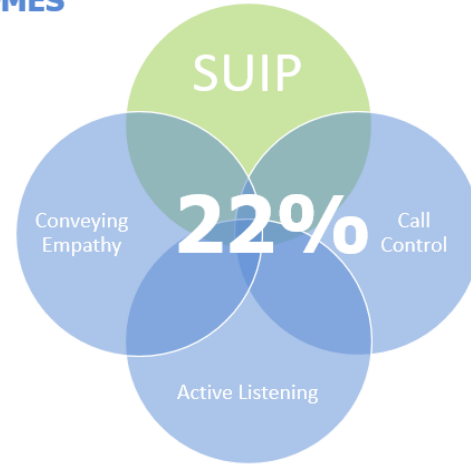
How Effectively We Communicate and Not Avoiding Connection with our Clients

Data Driven Coaching Priorities

RELATIONSHIP BETWEEN BEHAVIORS & OUTCOMES

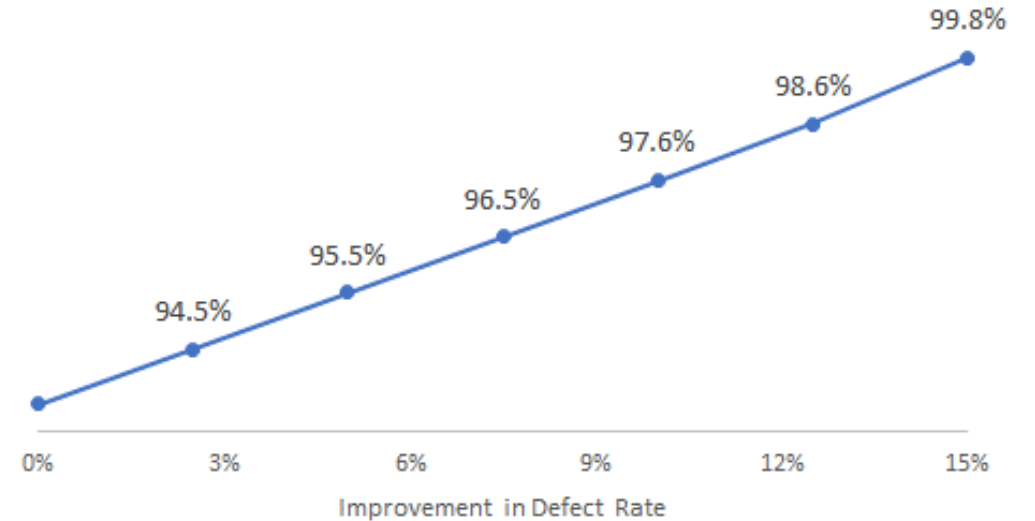


Focus behaviors are significant predictors of average Retainer Return Rates ($R = .27, p < .001$)



Focus behaviors are significant predictors of Sign Up In Progress Rate ($R = .22, p = .003$)

Predicted Improvements in Retainer Return Rate



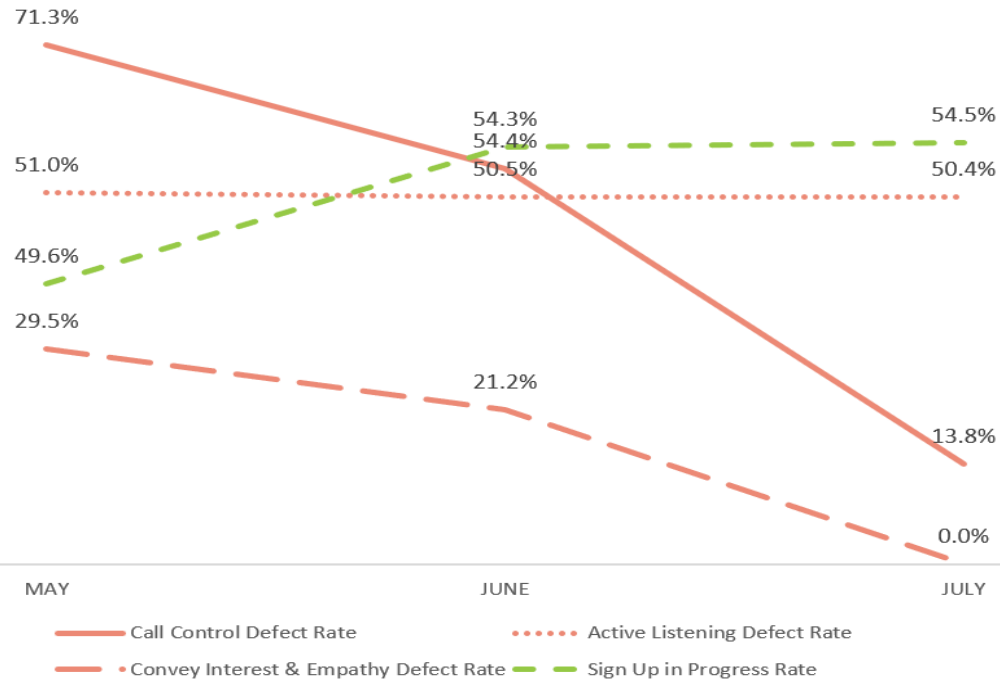
We put science behind our assessment learnings to **focus on the behaviors** that matter. This approach, along with our coaching methods, transforms “QA” into “CX” with behavioral coaching leading to business improvements.

The Impact That We Made

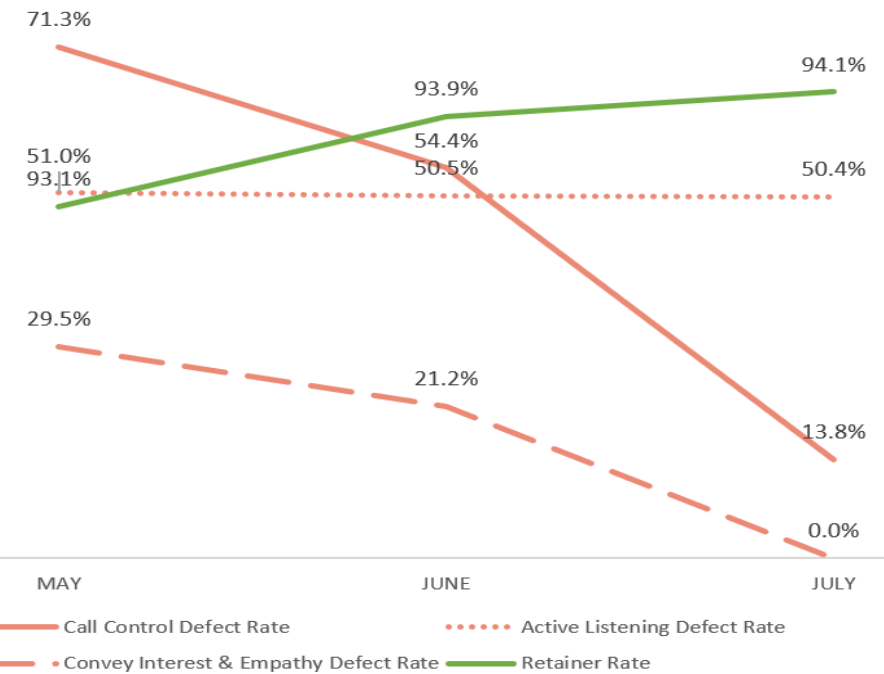
OUTCOME TRENDS

As our defect rates trend lower, we have higher outcomes each month.

Sign Up In Progress Trended with Focus Behavior Defect Rates



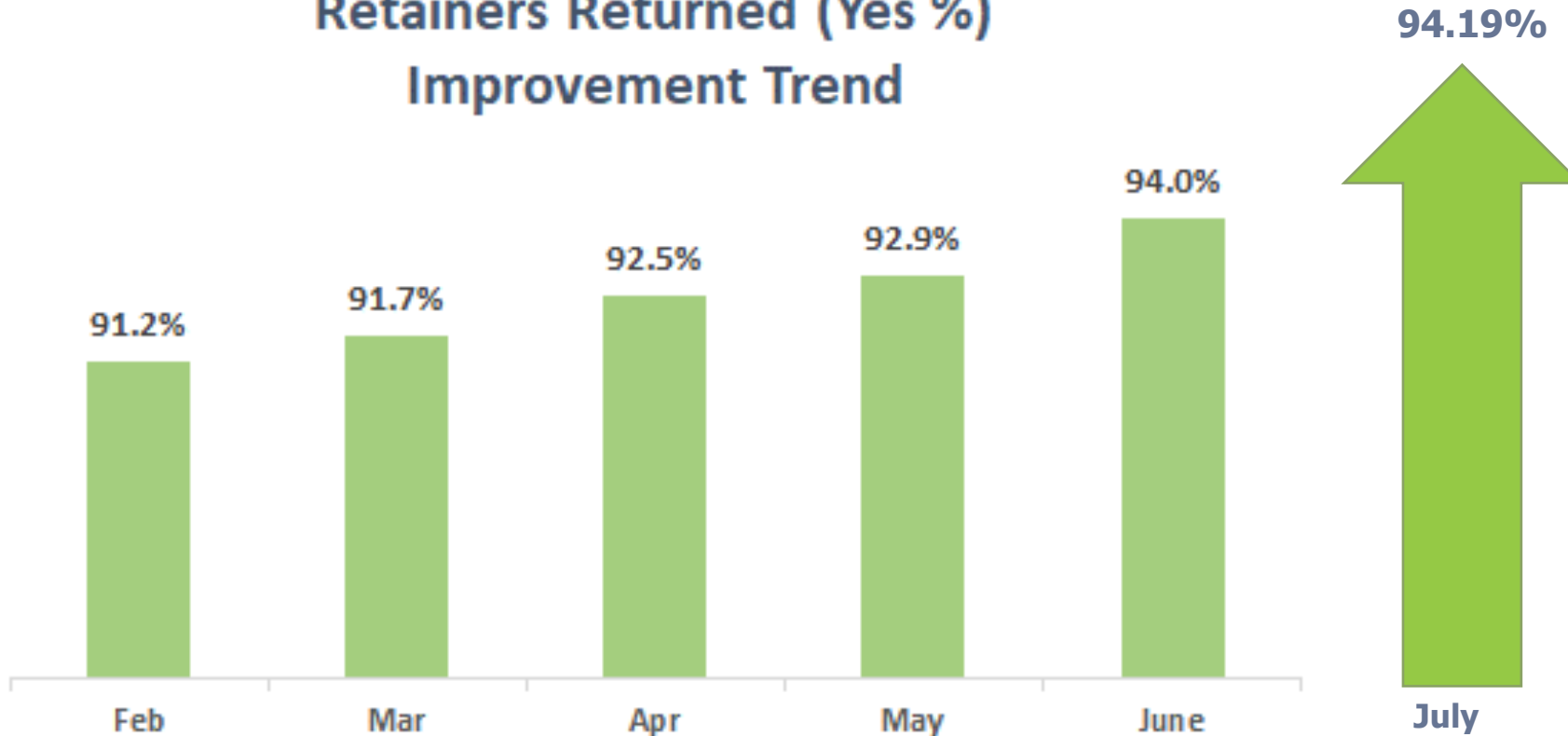
Retainer Return Rate Trended with Focus Behaviors Defect Rate



The proof that we are **making a difference**

The Impact of Effective Communication

Retainers Returned (Yes %)
Improvement Trend



Our Impact is resulting in 3,000 more clients being helped generating more than \$55 million in annualized revenues

Humanity Factors: How To Get Results

How Do We Define Humanity Factors?

How Do We Quantify Their Value?

Thank You



Live Results

<https://tpginc.vortext.ca/smslivepoll.cfm?b=7195#1>

