IBM

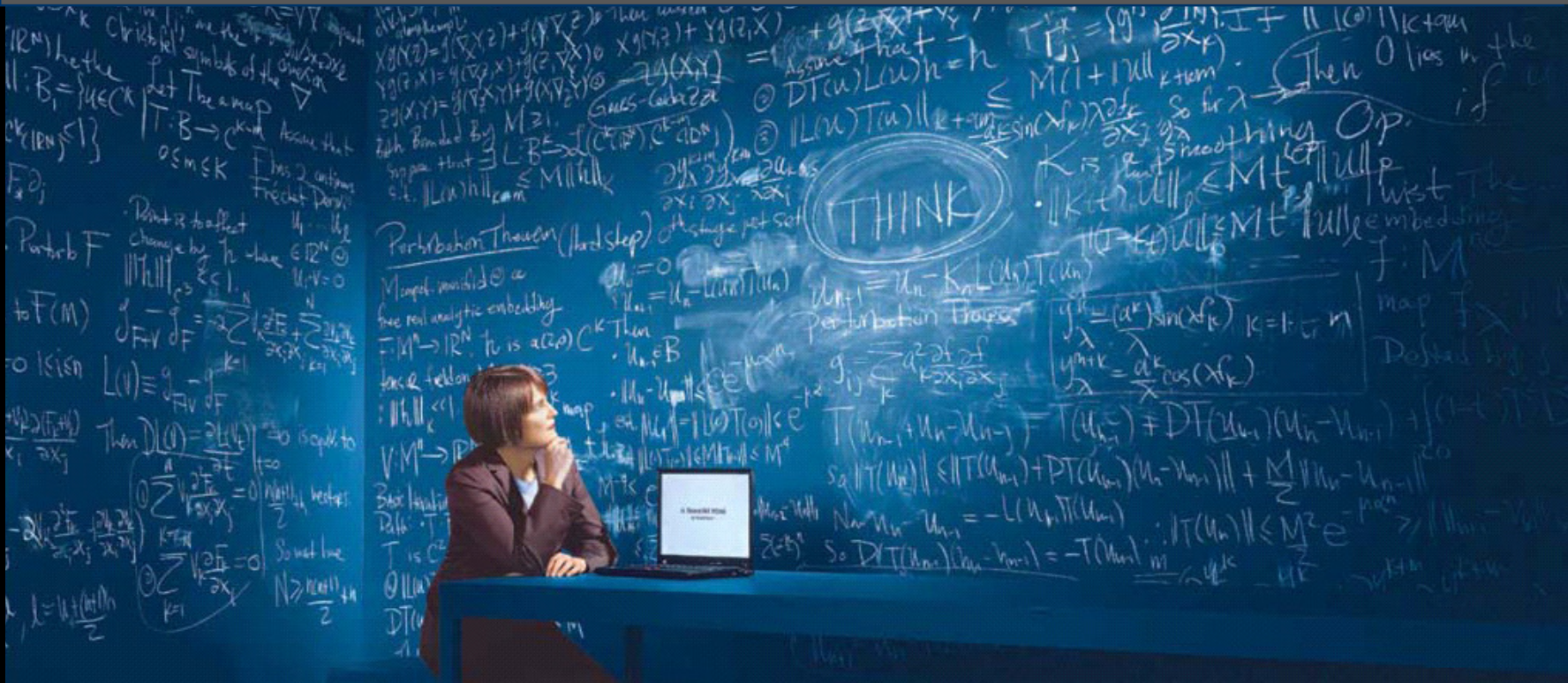# Building a Smarter Customer Experience:
Assurant: The Power of Analytics

Contact Centres are working harder.
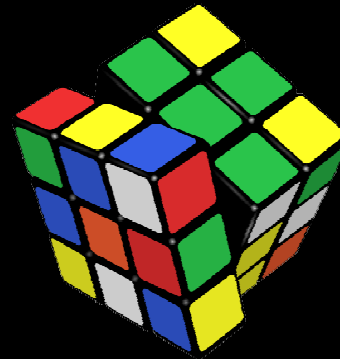
The Contact Centre balancing act.

CUSTOMERS

What if… I could understand each customer so I could better meet their needs?

STAFF

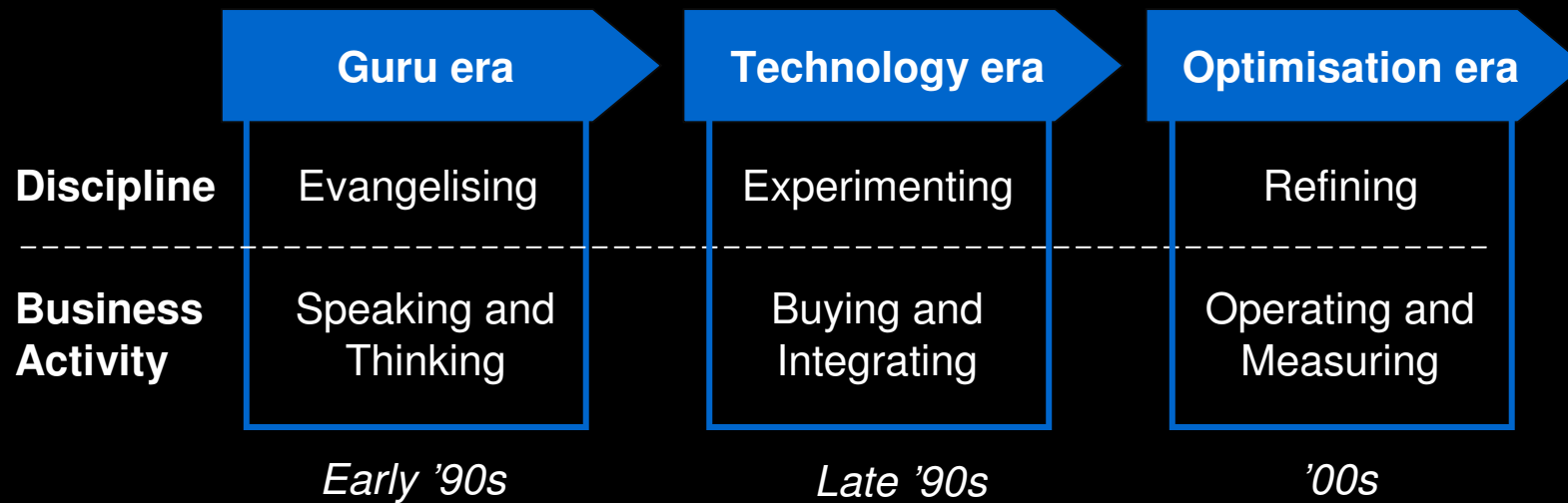What if… I could somehow get my staff on calls that best suit their individual characteristics?

BUSINESS OUTCOMES

What if… we could predict future customer value and realise more of our potential?

The contact centre industry has hit a plateau.

	Guru era	Technology era	Optimisation era
Discipline	Evangelising	Experimenting	Refining
Business Activity	Speaking and Thinking	Buying and Integrating	Operating and Measuring
	Early '90s	*Late '90s*	*'00s*

A new era is emerging.

Insight era

	Insight era
Discipline	Predicting
Business Activity	Interconnecting, Analysing and Acting

Late '00s+

THINK OUTSIDE THE BOX
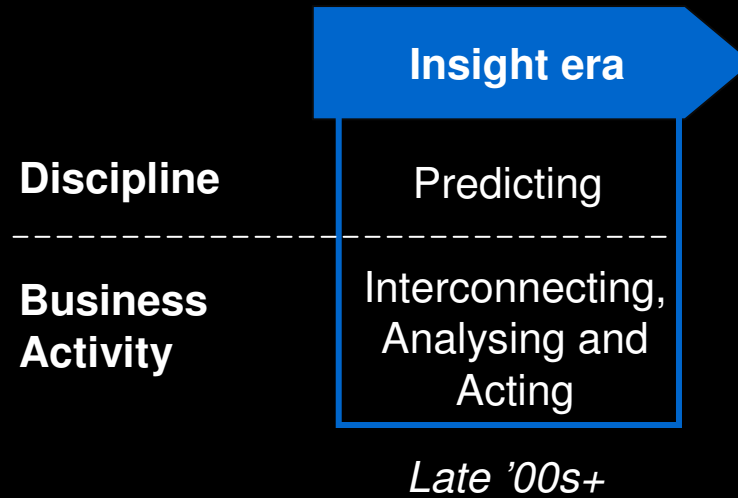
Analytics Optimised Routing redraws the boundaries.

**GAIN INSIGHTS THAT
DETERMINE AFFINITY**

**MOVE FROM REACTION
TO PREDICTION**

**OPTIMISED
PERFORMANCE**

**PRIORITISE ON FUTURE
CUSTOMER VALUE**

**MAKE DECISIONS AT THE
INDIVIDUAL LEVEL**
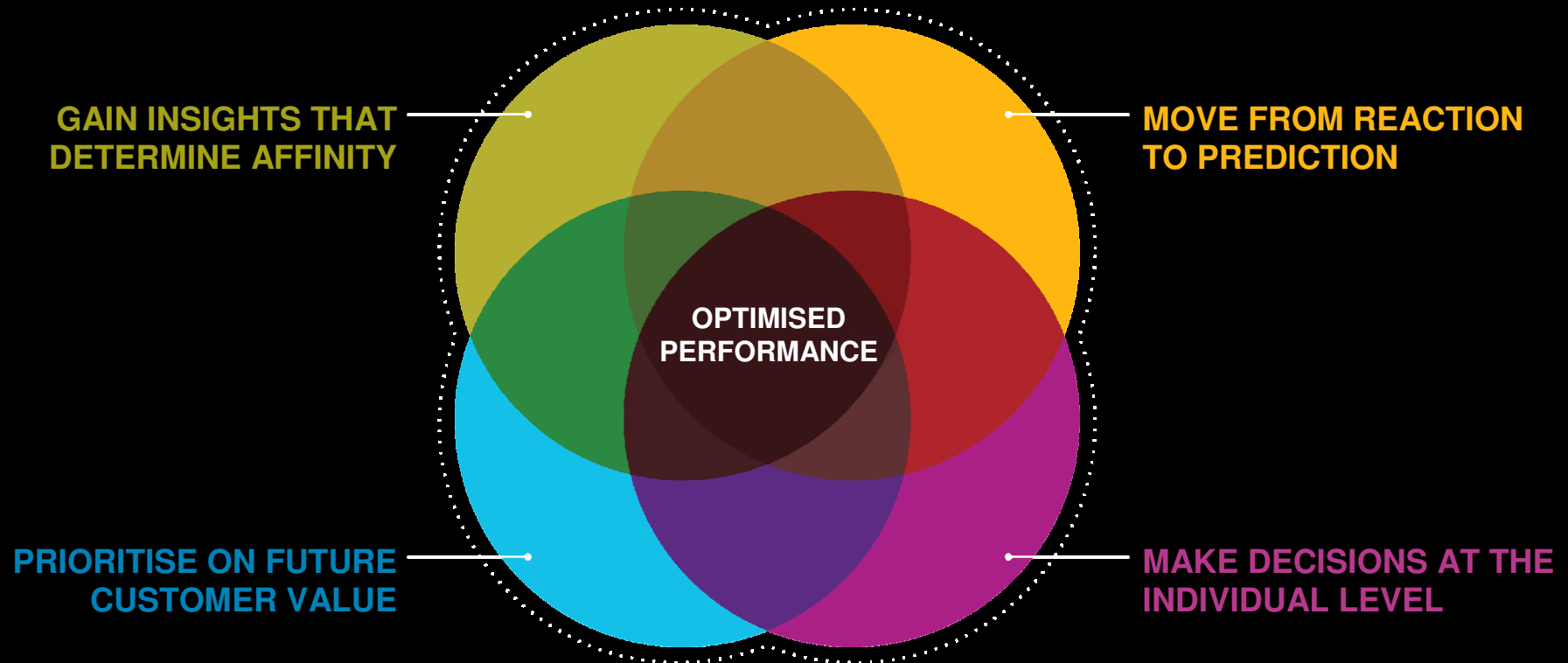
Introducing Assurant.

NYSE

Listed for 5 years
and part of S&P 500

15,000

Employees in 12
countries

$8 billion

In annual revenue.

6

Contact Centers

1300

Contact Center staff

The world is smaller, flatter and increasingly digital.

Evolution of Routing

Analytics Optimized Routing
- Demographics, psychographics
- Historical performance models
- Self-learning adaptation
- Customer & Agent dimensions

Current Industry Standard

Marketing Science
- Offer-based Criteria
- Results Optimization
- Customer-centric
- High costs/sporadic updates

Skills-based Routing
- Skills-based Criteria
- Limited results optimization
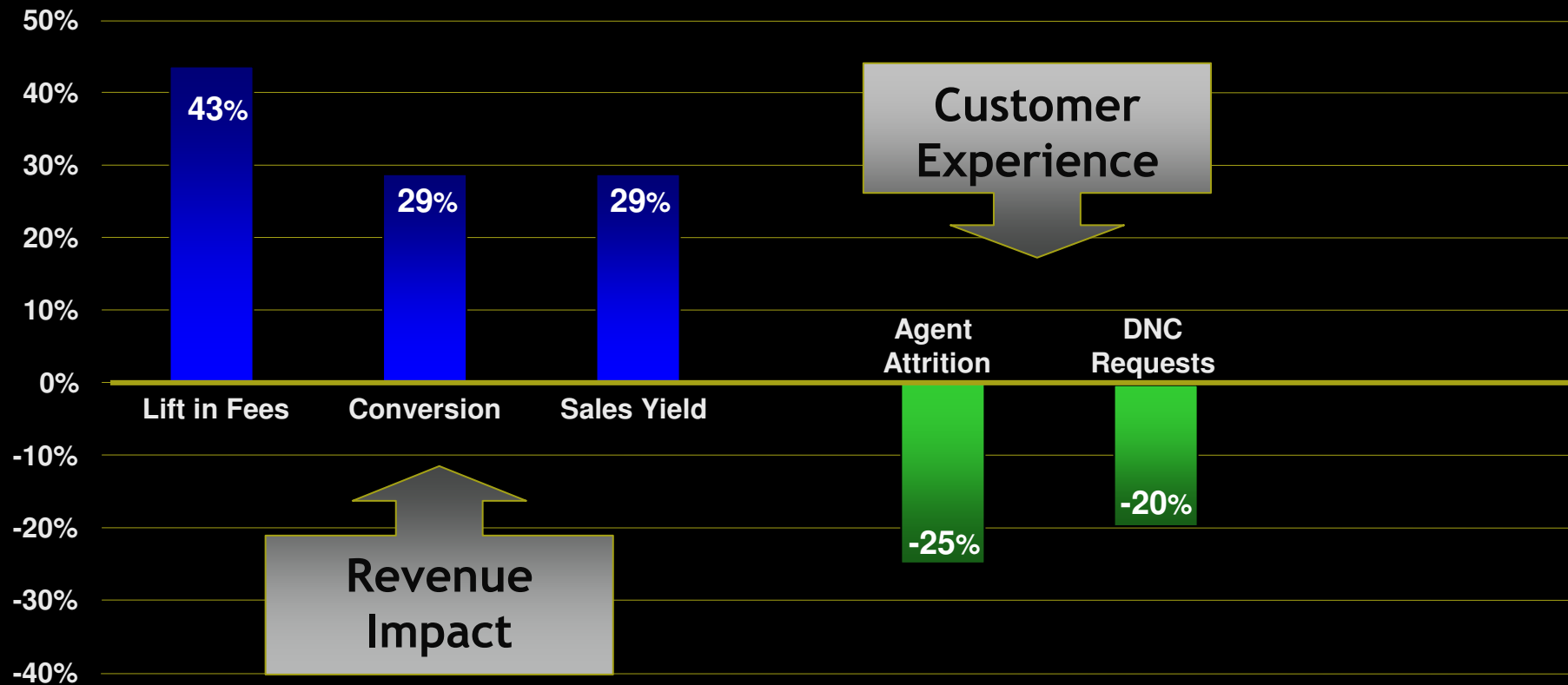- Limited agent/employee dimension

Random Routing
- Random Criteria
- Low results optimization
- No agent/customer dimensions

What AOR means to Assurant's performance.

Introducing Analytics Optimized Routing.

WHAT AOR ISN'T…	WHAT AOR IS…
• PRESCRIPTIVE (RULES)	• PREDICTIVE (INSIGHTS)
• SKILLS-CENTRIC	• PERFORMANCE-CENTRIC
• BROADLY MATCHED	• INDIVIDUALLY MATCHED
• 80/20	• 20-80
• PRIORITIZATION	• OPTIMIZATION

Analytics Optimized Routing revisited.

GAIN INSIGHTS THAT
DETERMINE AFFINITY

MOVE FROM REACTION
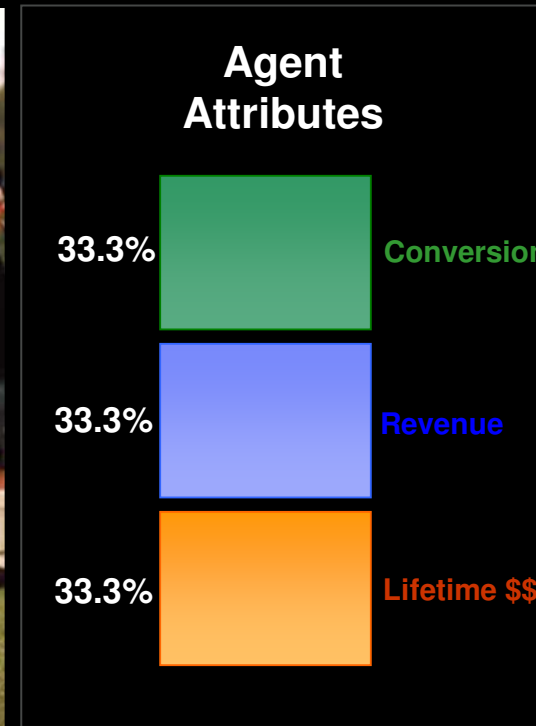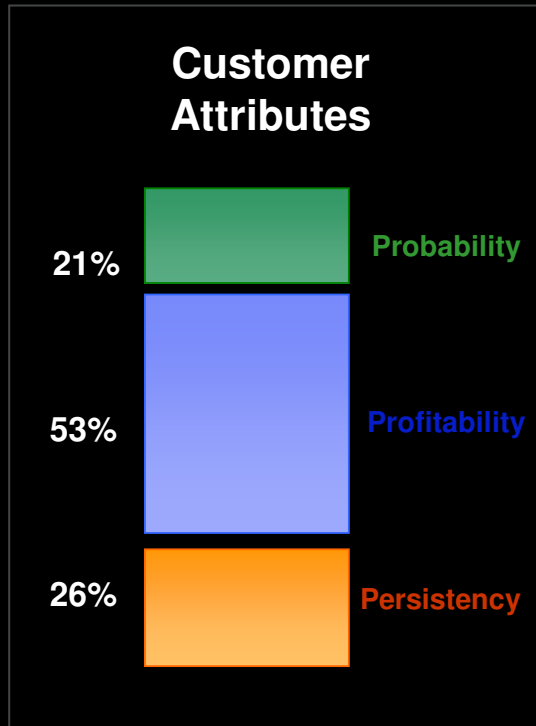TO PREDICTION

PRIORITISE ON FUTURE
CUSTOMER VALUE

MAKE DECISIONS AT THE
INDIVIDUAL LEVEL

Gain Insights that determine Affinity

Affinity in the contact center is the unique rapport that can be established between a customer and an agent.

Customer Attributes

21% Probability

53% Profitability

26% Persistency

Agent Attributes

33.3% Conversion

33.3% Revenue

33.3% Lifetime $$

Move from reaction to prediction

We no longer wait for agents to become available. We calculate when they will become available and how long customers are willing to wait .

Predictive Analytics

How long until the optimal agent comes available?

Track agent fatigue and bias against over-worked CSRs

Watch trending SLAs and adjust routing accordingly

WATCH FOR ICE

Survivability Models

How long will customers wait for an agent before their annoyance affects the outcome?

Where are we in the billing cycle?
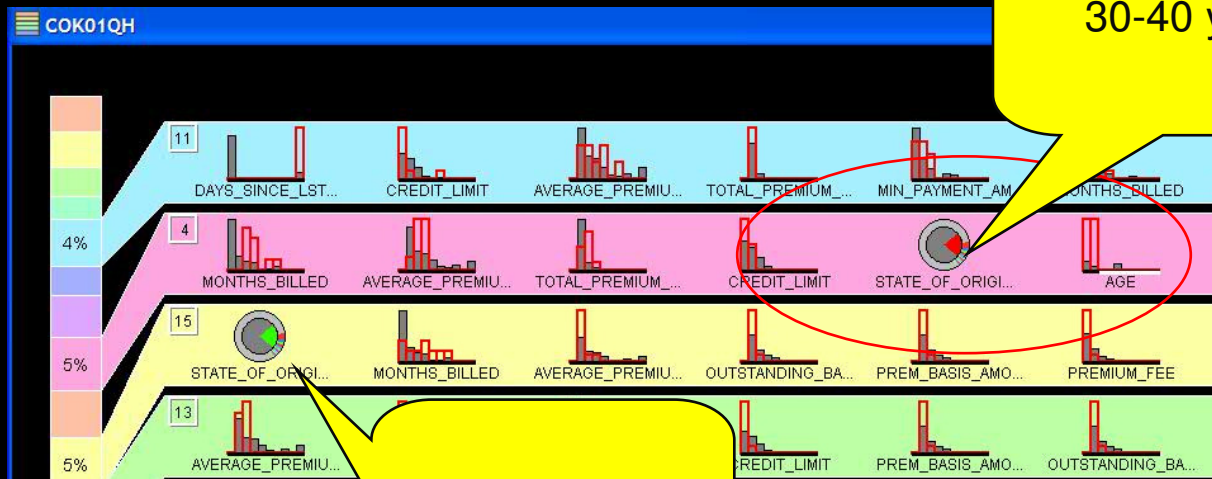
Prioritize on future customer value
By focusing on the lifetime value of customers and prioritising accordingly we maximise the return on our investment
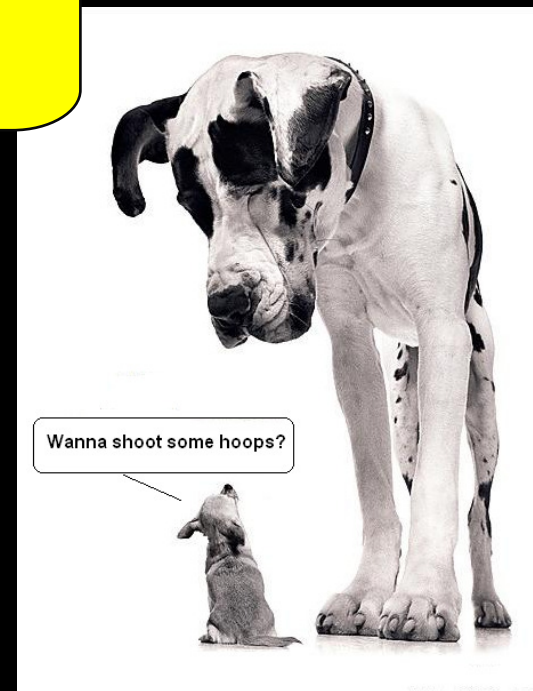
Make decisions at the individual level

We match individual agents to customers based on their past performance for customers of that type.

New York

30-40 years

Michigan

Wanna shoot some hoops?

… resulting in interactions with greatest affinity

How AOR integrates to Genesys.

AOR Matching Engine

Patented Predictive Analytics

- **Agent dimensions**
  - Past performance analysis
  - Success predictions
- **Customer dimensions**
  - Predicted lifetime value
  - Survivability Modelling
  - Prioritisation
- **Real-time Matching**
  - Affinity Calculation
  - Optimal versus Best

Genesys Routing Services (Part of Genesys CIM)

VOICE   E-MAIL   WEB

UNIVERSAL QUEUE

ENTERPRISE ROUTING ENGINE

AGENT #1   AGENT #2   AGENT #3   AGENT #4
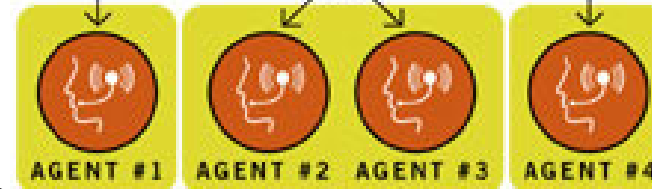
Where AOR is relevant.

- **CROSS-INDUSTRY**

- **SALES, RETENTION, RISK, COLLECTIONS**

- **50+ SEATS**

- **INBOUND AND OUTBOUND**

- **WHERE PERSUASION OR DISUASION IS IMPORTANT**

To Recap…

- **STEP CHANGE IN BUSINESS PERFORMANCE**

- **NEW CUSTOMER AND AGENT INSIGHTS**

- **PERSONALIZATION OF THE AGENT/CUSTOMER INTERACTION**

- **REMOVAL OF BLIND SPOTS**

Demo

Thank You.