Likewize.
Support.

What customers really want may surprise you

CALL DRIVERS ARE MORE DIVERSE THAN CALL CENTER MANAGERS THINK

and double the size in digital.

If you were to ask a call center manager or product manager what customers call up about, across all channels, calls are classically categorized as follows:

• For transactional queries: change of address, upgrades, billing enquiries, product delivery.

• For triage: display, internet connectivity, power or battery and audio.

• For product usage: getting started, getting online, resetting the device.

In reality, this only accounts for a minority of customer interactions

This issue with this view is that it is often based on the statistics re: page counts on content served and agent call classification.

Both are deeply flawed:

• Popularity of content served up only tells you how popular the articles that you present are, not what customers are asking for. This is approach is blinkered and will not drive up deflection or first call resolution as a company focuses only on the limited call drivers it is currently addressing and getting a false sense of security that it is doing the right thing.

• Agent classification of call intent has been repeatedly proven to be wildly inaccurate; either due to time pressures for accurate recording, lack of agent training and motivation or agents only recording the transaction they could faithfully serve.

Again – if a company can only respond to a limited amount of call drivers, then the agent will only report those they could respond to.

For example – if a customer phones up asking about the amount of space should be left above a washing machine (for ventilation) the agent will typically go the specifications page and see the washing machine height, weight, depth, and drum capacity but will most likely not find the installation space required.

The agent will not be able to answer the query, the agent will classify the call as a specifications query and the call closed.

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At Like Support, we've been pioneering natural language search and AI chat as intuitive ways for customers to find the answers they need.

Alongside agent, customer, and manufacturer feedback, we've been using natural language search (and more recently A.I. chat) for several years at Likewize Support

Natural language search and AI chat show customer intent in its pure form. It is unstructured and hard to process but shows us two things:

• The breadth of what customers want to know is staggering – with many queries not covered by traditional product guides, walkthroughs, specifications, or FAQs.

• Customers ask a broader range of questions and present a broader range of issues in digital channels than voice. We believe this is because digital channels are both convenient and anonymous (i.e., no need to wait 2 minutes in a queue) and therefore customers are more motivated to ask any question.

Examples of real-life customer queries that would not be answered by traditional knowledgebases include:

"Where can I get a replacement remote control?"

"Will 5G replace broadband?"

"Are my bank account details safe with your agents working from home?"

"How secure is the data on my device"

"Is my device at danger from (latest virus)"

"Why have I been charged so much when the app was free?"

"How much of my conversation does the (IoT product) record?"

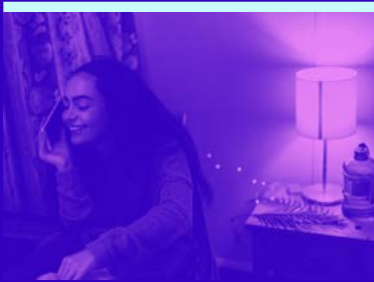"When will my free earphones arrive?"

"How recyclable is the product?"

"Will 5G replace broadband?"

"Does 5G really kill birds?"

ANY QUESTIONS NOT ANSWERED IN DIGITAL CHANNELS GENERATES ZERO CALL AVOIDANCE

If agents do not have an answer, AHT escalates as they scramble (and fail) to find an answer.
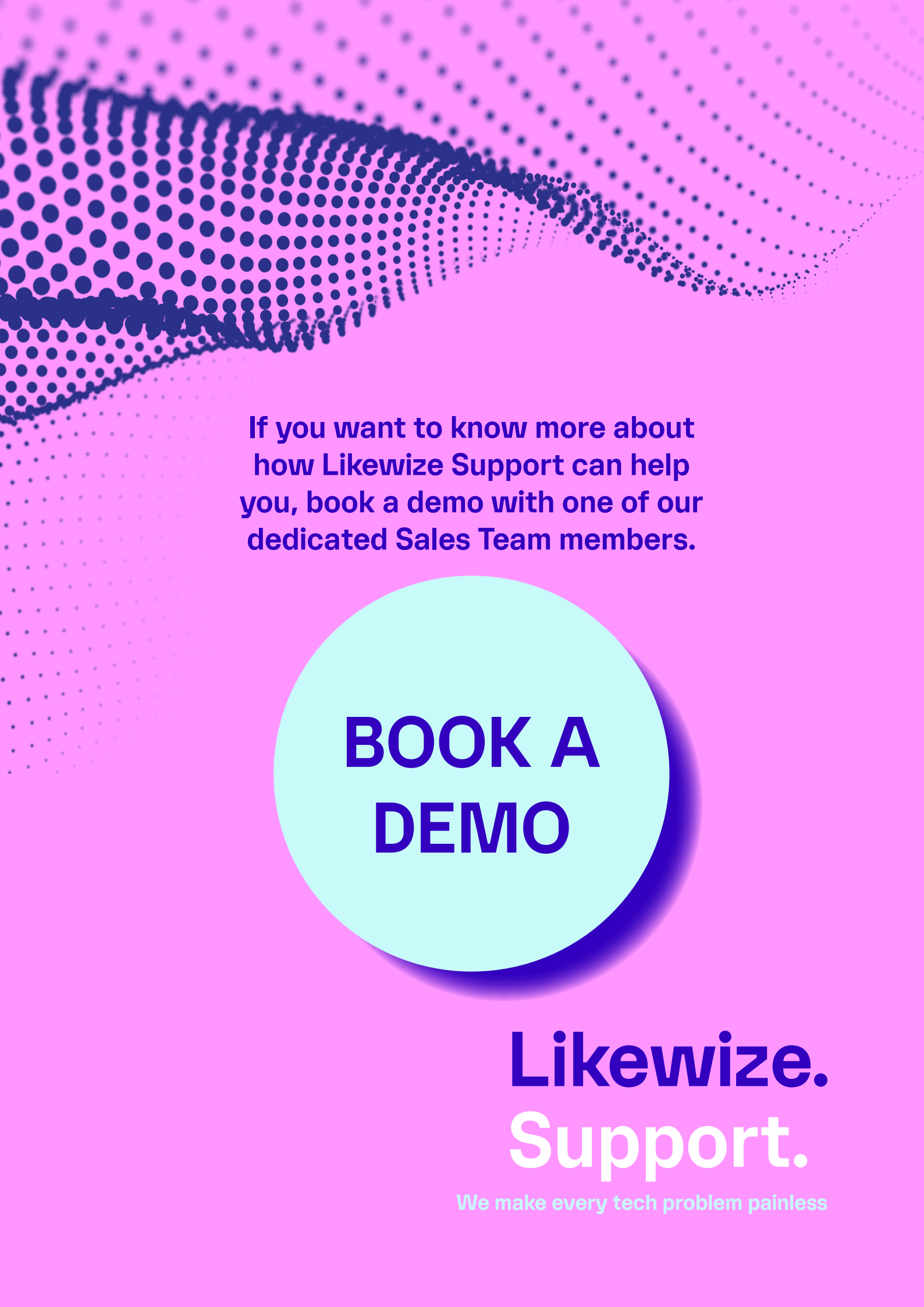
The only sensible way to understanding the true voice of your customer, and creating a continuous improvement cycle to understand the call drivers, review gaps and create an appropriate response is the only sensible way forward to address the myriad needs.

In addition to the hundreds of FAQs, videos, 3d models, specifications that are generat as "standard", we have created tens of thousands of ad hoc articles and guides to cover these previously hidden questions.
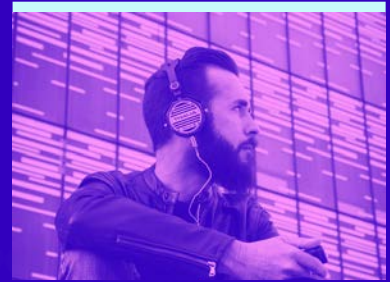
It is no small amount of effort, but it is targeted effort and is proven to generated unparalleled levels of call avoidance, repair avoidance and customer satisfaction.

If you want to know more about how Likewize Support can help you, book a demo with one of our dedicated Sales Team members.

BOOK A DEMO

Likewize.
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We make every tech problem painless