

E-score

Call listening and fixing for Contact Centres

**We listen to conversations
identify problems you can fix to save money and improve revenue
and then help you to fix them**
.....so you can measure each change

You can start to change the conversation today

Emotions Experts + AI tools making the difference



emotion-score

**We use behavioural
science to change
your conversations
and improve your
ROI**

Why are we different

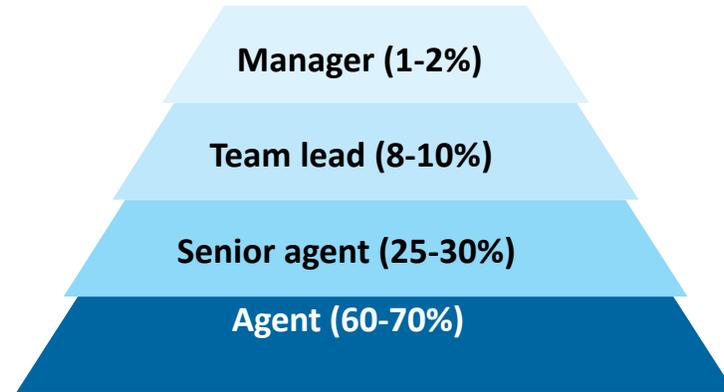
- ✓ We listen for emotional signals
- ✓ We identify problems that have a real impact on ROI and we use conversational analysis behaviour, psychology and AI
- ✓ We convert the experience into an emotional model
- ✓ We identify best and worst practice
- ✓ We design improvements based on behaviour, habits etc. in positive experiences
- ✓ Then we help you deliver them using modified LEAN

We help you
have
scientifically
better
conversations
that impact
real ROI's
that
continuously
improve

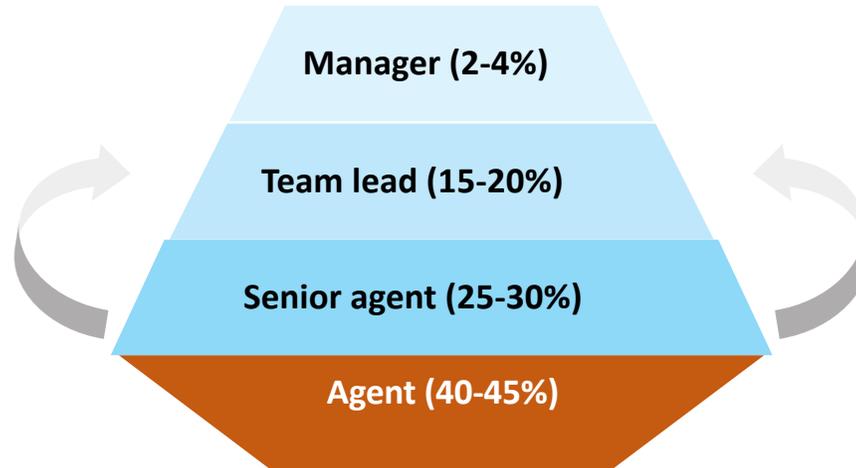
Changing Expectation – current 3 year contact centre trend

Evolving CXM delivery pyramid

Present



Long-term



- Demand for agents at the bottom of the pyramid is shrinking
- Shift from arbitrage-first to digital-first
- Agents will handle complex, judgment-intensive tasks

Source Everest Consulting

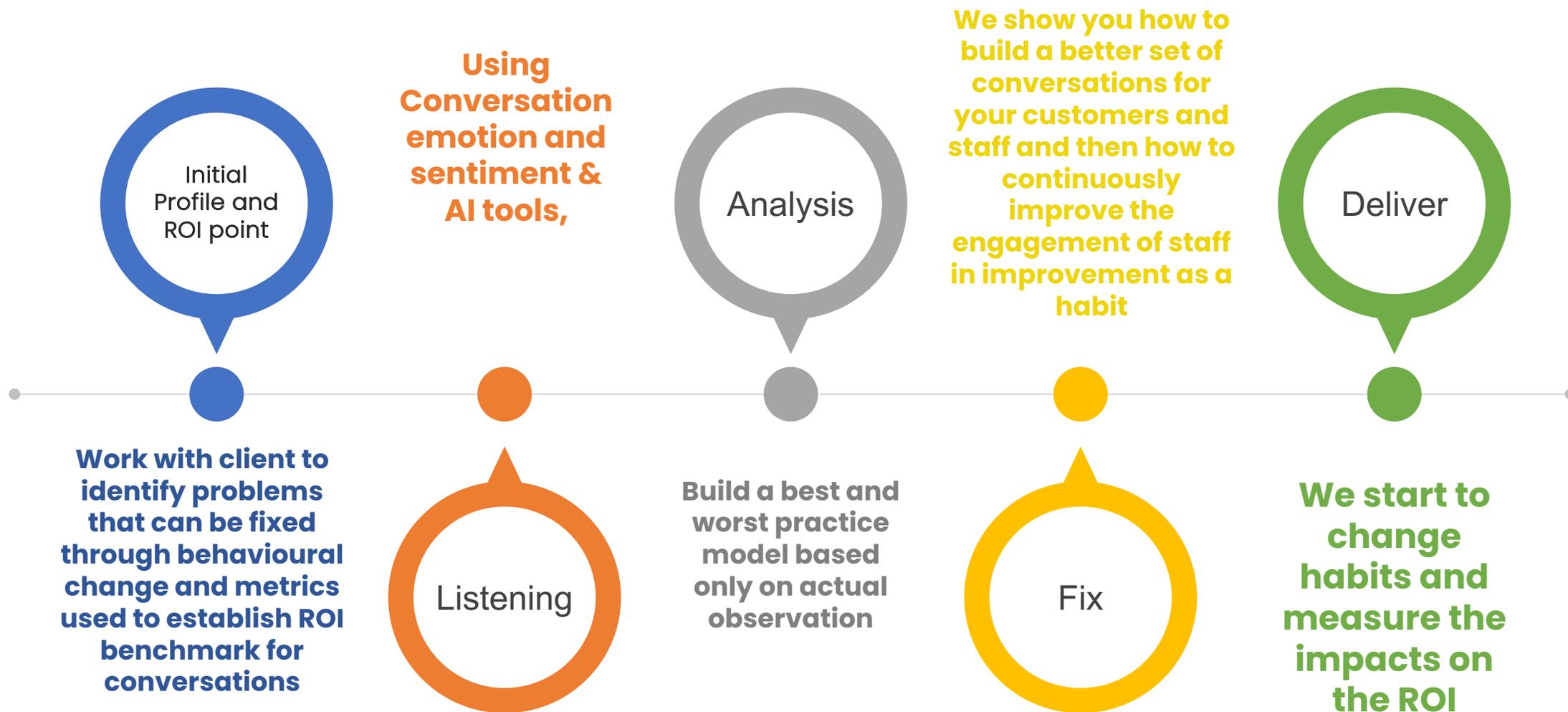
A rustic wooden suspension bridge spans across a river, surrounded by a dense, lush green forest. The bridge is made of weathered wooden planks and is supported by thick ropes and wooden poles. The scene is captured from a low angle, looking down the length of the bridge towards the far bank. The water in the river is dark and calm, reflecting the surrounding greenery. The sky is overcast, with soft, diffused light filtering through the trees.

Sometimes...the digital experience is less than perfect

more like a broken road and then the agent helps the customer across the bridge across the pot holes at the *phygital* interface

This requires a **different** skill set and approach to conversation to help a customer get through this experience

Contact Centre Call Listening and Fixing Service



Standard Process

Phone Audit and Fix

1. Build initial emotional profile of experience or CJM
2. Install e-score ROI metrics
3. Listens to calls and pre – post activity
4. Refine and score data using experts and AI
5. Team review
6. Refine and score model & data (2)
7. Develop output/ action plan
1. Improvement against metrics
2. Best and worst practice Model
3. Recommended Priorities
4. Channel Comparison
5. Quick wins
6. Maturity Score
7. Key Metrics
8. Project recommendation and plan
9. Distribute to stakeholders and support
8. Build Best and Worst practice loop & habit programme with trainers and QA
9. Test and roll out
10. ROI Delivered (measured through agreed metrics)
11. Start again!



Waitrose

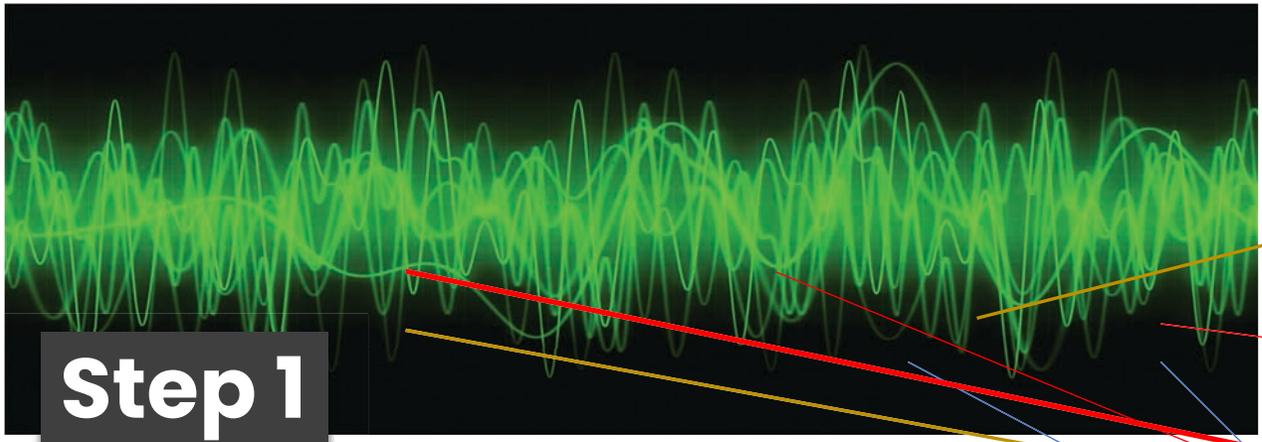
How does it work?

Case Study: Using Conversation based Emotion Analysis + Emotional Channel Modelling.

Rapidly setting up a EQA Test point and finding quick wins

“.....this helped so we can create the in store experience over the phone”

Listen to phone calls



Step 1

Resolution	Energy			
Digital Connection	Speed of delivery			
Time taken	Baggage handling			
Timeliness	Information trans			
Timing in experience	C-Sence Score	Matching	Complexity/Simplic	
Body Position	Connection	Convenience	GAIN	
Body Language	Emotional Exchang	Habitude	Optimisation	
Physical Comfort	Empathy	Status Balance	Emotional State - Fricti	
Environment	Information trans	Exchange of	Informaticentive for completi	ation Act
Brand Score	Complexity/Simp	Is it clear informati	Available Choice	Control
FCR	Convenienc	Understanding	Appropriateness	Urgency
Reputation Risk	Habitude	Level of surpris	Job Satisfaction	Tension/Relaxation
Efficiency - Conversat	Status Balanc	Level of familiarit	Autonomy	Understanding of problem
Efficiency - Relationsh	Exchange of inform	Feelings Targete	Mastery	Frustration/Contentment
Efficiency - Transaction	is it clear informat	Feelings - Actual	Purpose	Moral Score
Efficiency - Technology	Understanding	Insight Collecte	Cost Impact	Social Score
Data	Level of surpr	Insight Collecte	Innovation score	Satisfaction
Security	Level of surpr	Insight Collecte	Innovation score	Engagement
Systems	Behavioural Target M	Behaviour Act	Compatibility	Word used
Process	Behaviour Act	Behaviour Act	Design	Progress to outcome
Training	PAIN	Behaviour Act	Effort Score	Breathing
			NPS Score	Energy
			EMS	Speed of delive
			Other Met	

We listen for a large range of indicators

Why calls? We can use any data but calls are easier to start with as a first step. They are quick to fix cost effectively. Having better conversations = better outcomes and you can measure the ROI

We want to get a sense of the experience for both customers and agents - In voice you can hear both sides of the experiences so you can score Customer and Agent experience together and compare them!

The quickest source for the test was agents in the voice channel although the process is the same in all channels. We set up a sensor* but we only used conversation tools and some basic AI. We listened to calls using our e-score processes.

Both Sides of the conversation

➤ In every thought you can hear the emotions ⬅

How do I feel?

I can't see you

Can I trust you?

This is not the beginning of this story and you are not the story

My wait was not nice

Turn Customer into co-operator - meet emotional need first by meeting brand expectation

How well do my systems work and how do I protect the brand

LATE LATE Time is passing

Are you solving my problem

1

Do you care

2

How do I feel

3

I want to tell you my priority Where is he

I want to tell you my outcome

My Brand relationship is at stake

Customer

I want to say how I feel

I want to feel better

Agent

DPA containing 3 + bits of info = Effort and emotional change

Create new opening behaviour

1

How much effort

2

How much satisfaction

3

How can I help

Process related Info such as order numbers and reference numbers

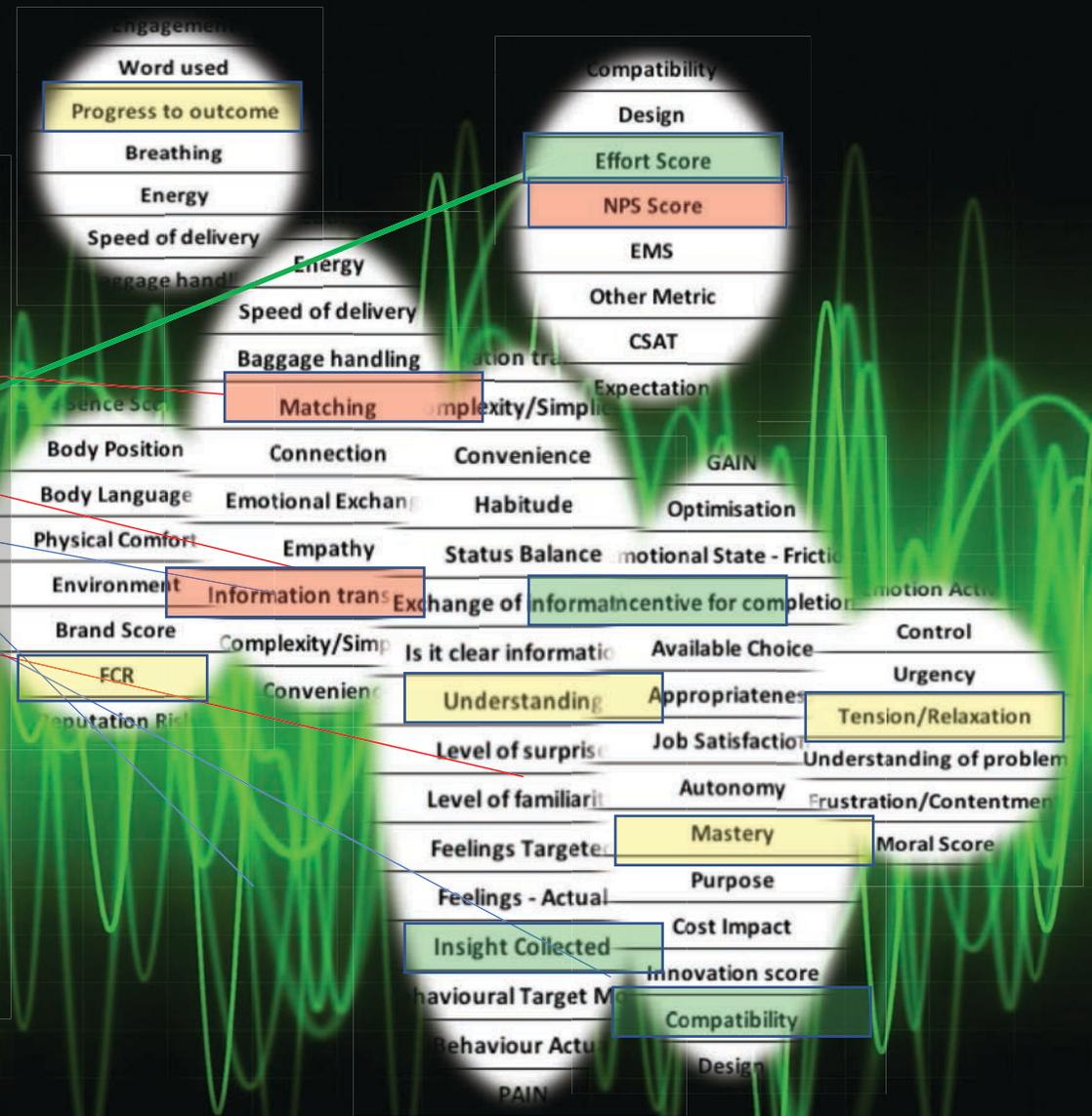
Step 2 Slow down

We started by looking for large variations or big scores as we observe the experience and listen to a call, with about 100 different items on our observational agenda

Then we focus in more details until we are able to identify the actionable insights with the biggest impact at the micro level

We are identifying best and worst practice so you can start to drive improvement

We are looking at emotional exchanges like emotion affects such as micro-expressions hesitations, at this level of detail



Step 3 Filter

AI

Text Word Timings and Alternatives Keywords (0/1) JSON

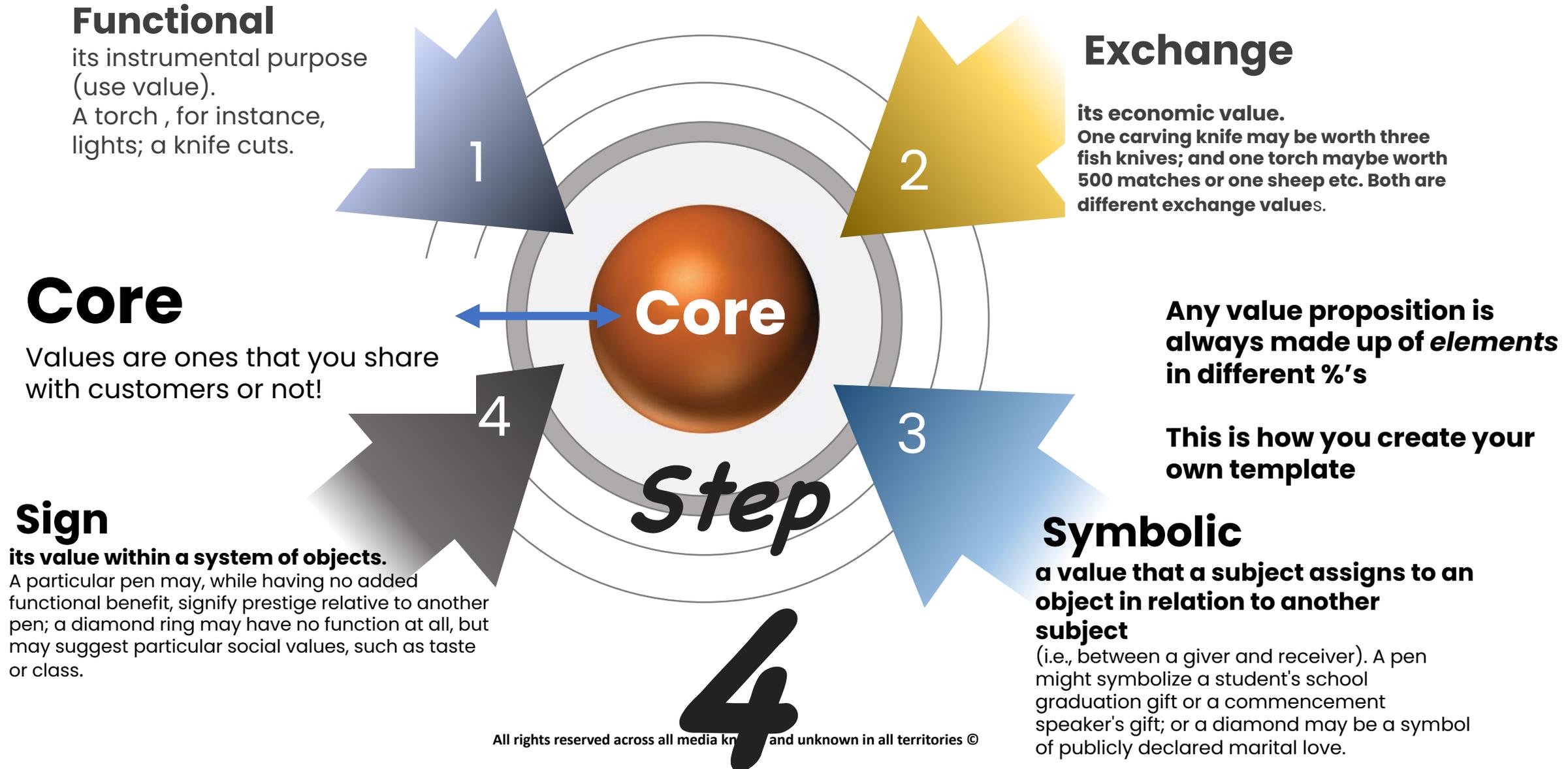
Word used
Progress to outcome
Breathing
Energy
Speed of delivery
Baggage handling
Timing in experience
C-Sence Score
Body Position
Body Language
Physical Comfort
Environment
Brand Score
Reputation Risk
Efficiency - Conversat
Efficiency - Relationsh
Efficiency - Transaction
Efficiency - Technology
Data
Security
Systems
Process

and² are⁴ you³ free to |² changed⁵ my name is² Jim¹⁰ can⁵ my³ thank² you send⁶ I'm³ a new
send² you fifty² two² and² key⁸
thank you very much how can I help you today
%HESITATION³ <eps>² missing items my² <eps>² order⁴ again³
let's⁸ say⁶ you would⁴ remember³ please⁵
%HESITATION yes it's⁵ five to²
zero⁴
seven nine
yes²
three² five one four³
thank you and² just confirm² the⁵ us⁶ on³ if⁴ your address place²
thank⁵
%HESITATION³ <eps> what³ the³ missing additions⁶ for⁴
stable⁴ <eps>⁵ one⁵
so³ it's⁴ six² nine⁶ <eps>² <eps>³ three

Engagement	Word used	Progress to outcome	
Breathing	Resolution		
Energy	Real Connection		
Speed of delivery	Time taken	Energy	
Baggage handling	Timeliness	Speed of delivery	
Timing in experience	Baggage handling	Information transfer	
C-Sence Score	Matching	Complexity/Simplicity	
Body Position	Connection	Convenience	GAIN
Body Language	Emotional Exchange	Habitude	Optimisation
Physical Comfort	Empathy	Status Balance	Emotional State - Friction
Environment	Information transfer	Exchange of information	Incentive for completion
Brand Score	Complexity/Simplicity	Is it clear information	Available Choice
FCR	Convenience	Understanding	Appropriateness
Reputation Risk	Habitude	Level of surprise	Job Satisfaction
Efficiency - Conversational	Status Balance	Level of familiarity	Autonomy
Efficiency - Relationship	Exchange of information	Feelings Targeted	Mastery
Efficiency - Transactional	Is it clear information	Feelings - Actual	Purpose
Efficiency - Technological	Understanding	Insight Collected	Cost Impact
Data	Level of surprise	Behavioural Target Model	Innovation score
Security	Compatibility	Behaviour Actual	Compatibility
Systems	Design		
Process	Effort Score		
Training	NPS Score		
	EMS		
	Other Metric		
	CSAT		
	Expectation		

We apply some AI tools to help identify patterns in conversations

Build a value matrix – this contains experience within an e-score model



Step

5

Created an Emotional DNA Profile Algorithm unique to the client

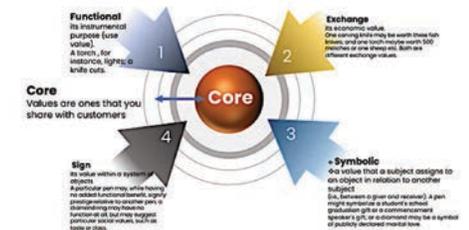
Functional		Score	Load
Functional	Easy to use	3	0
Functional	Available everywhere	0	0
Functional	Better Features	-4	3
Functional	Easy to get parts for	2	-2
Functional	Security	4	-4
Functional	Privacy	4	-4

Symbolic		Score	Load
Symbolic	A purchase relating to a moment of truth	3	3
Symbolic	A life time relationship	2	2
Symbolic	Fellow Owners	2	2
Symbolic	A defining choice	3	3

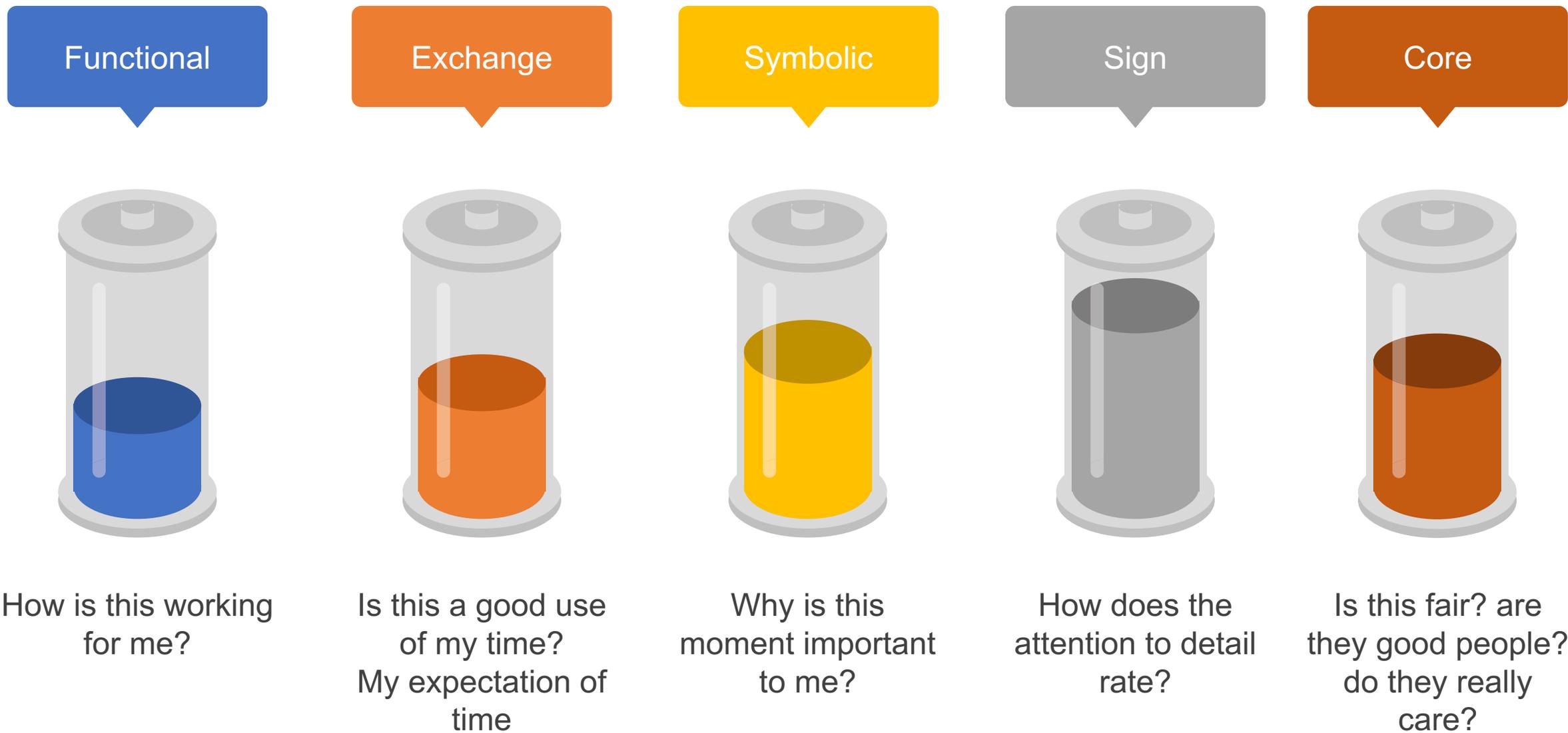
Core		Score	Load
Core	Shares my values	2	-2
Core	Data Trust	4	-4
Core	CSR	2	-4
Core	Equality	2	-4
Core	Social Policies	2	-4
Core	Social Policies	2	-4
Core	Exploitation	2	-4
Core	Tax	2	-4
Core	Supply Chain	2	-4

Exchange		Score	Load
Exchange	Second hand	-3	-1
Exchange	Lifetime value of product	3	2

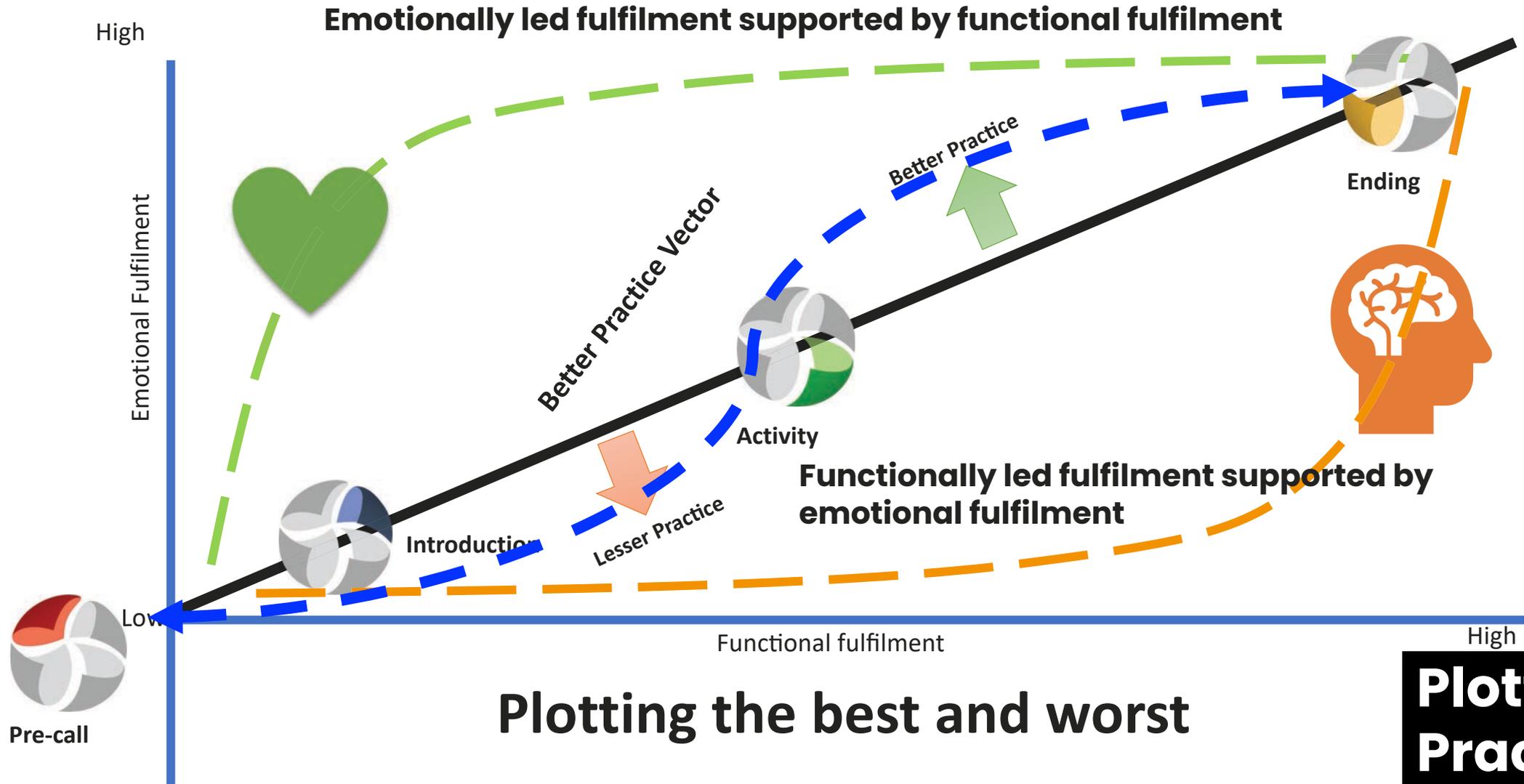
Sign		Score	Load
Sign	Stitching	3	1
Sign	colour	3	2
Sign	finish	3	2
Sign	aspiration	3	3
Sign	Noise	0	0
Sign	Smell	0	0
Sign	Texture	3	2
Sign	Taste	0	0
Sign	Experience	3	3



Constant fluctuations triggered by internal and external factors in phone calls



Emotional Fulfilment Arc



Step
6

Plotting the best and worst

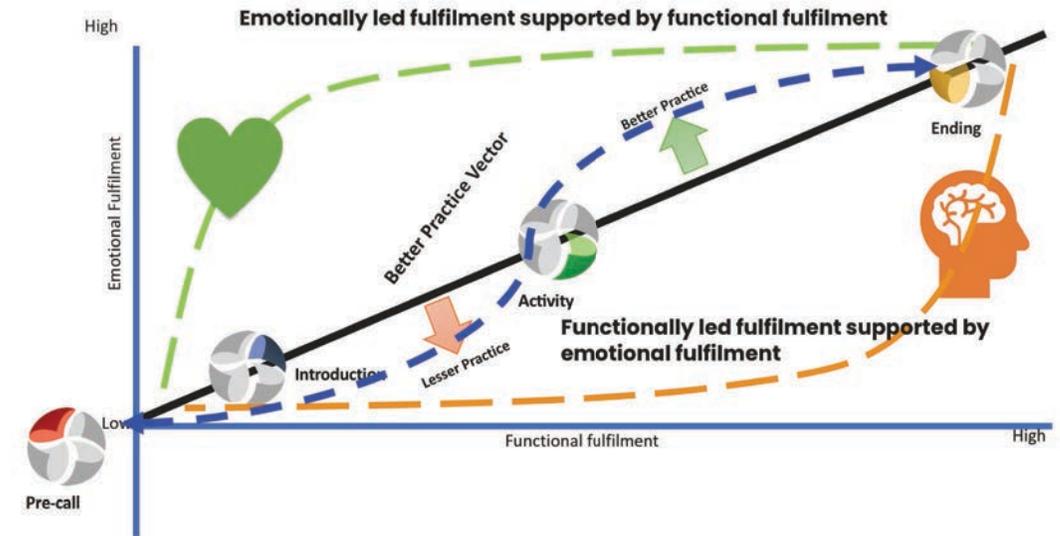
Plotted Best Practice Vector

Best and Worst Training tools

Best and Worst focus is the core of most continuous improvement methodologies

We use it to create training tools so a continuously improving understanding becomes part of the daily habits of each member of staff

We help improve outcomes for both customers and agents by designing better conversations. Then we help you to integrate improvements into agents daily lives and measure the improvements.



**Conversational or experience micro projects.
Always self - calibrated by your best and worst
practice and your profile therefore always
actionable**

Outcome for Waitrose

Best Practice – Identified what best and worst emotional experiences sounded like so they can be used to help calibrate and improve best practice

Actionable Insights & Improvements – Identified some emotional effort road block and other points in the conversation that could be improved emotionally and provided some tactics to test

Compared Channels – Measured emotion, complexity of journey and effort for agents and customers against in-store experience and social media

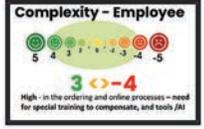
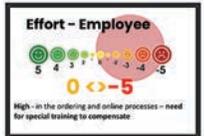
Next steps – Provided support so the team could start a project to behaviour change

4 key focus areas to deliver quick high value improvements

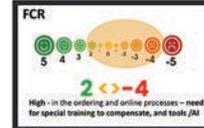
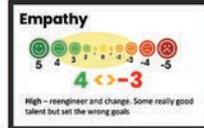
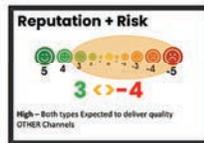
Emotion – Feelings



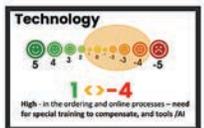
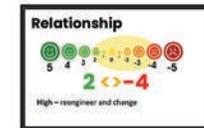
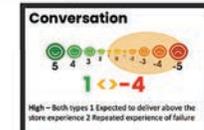
Emotion – Mechanical



Metrics



Efficiency



Delivered Report



Feedback

from both Clients

It started to have an impact in days of rollout!

this helped so we can create the in store experience over the phone

“We also found how we can help improve the way advisors interpret customer emotion and behaviour

...and how systems, knowledge and monotony of reoccurring issues can drive attrition, negative language in conversations and lack of motivation to surpass customer expectations on occasions.

....the E-Score EST (Emotional Support Team) are helpful and friendly and when we explained about the drive to reduce effort they quickly focused on emotions that we could action quickly

Sitel also said: It was a great success. Easy to understand for all the stakeholders. The audit gave us a lot of things we could use straight away. We are so pleased we are already looking at expanding the programme into other clients”

Waitrose also said it provided quick reliable actionable insight.

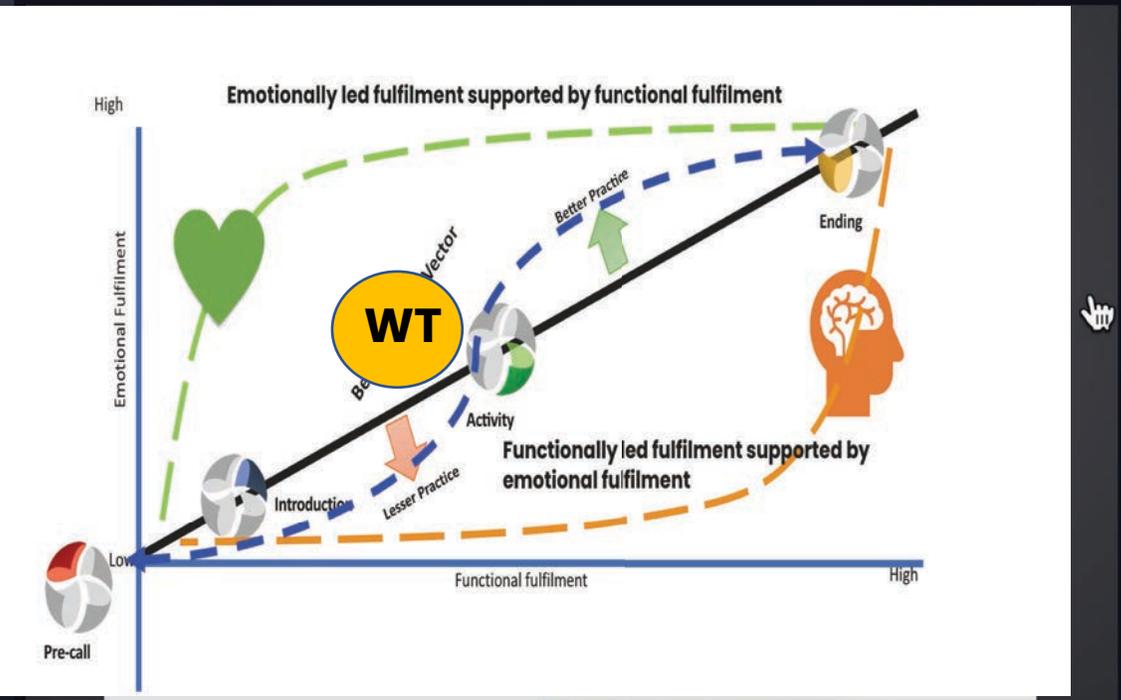
This call Help BOT App control My team Search

Care outcomes by guiding the customer...

Greeting Goal Attachments (0) Edit

4 key focus areas to deliver quick high value improvements

Emotion - Feelings Satisfaction - Customer: 3 <-> -4 Frustration - Customer: 2 <-> -4 Reputation + Risk: 3 <-> -4 Empathy: 4 <-> -3	Satisfaction - Employee : 2 <-> -5 Frustration - Employee: 3 <-> -4 Brand Protection: 5 <-> -5 FCR: 2 <-> -4	Emotion - Mechanical Effort - Customer: 3 <-> -2 Complexity - Customer: 4 <-> -2 Conversation: 1 <-> -4 Relationship: 2 <-> -4	Effort - Employee: 0 <-> -5 Complexity - Employee: 3 <-> -4 Transaction: 2 <-> -4 Technology: 1 <-> -4
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e-score is the connection between the way we think and the way we process data

Digital / Data



Models

Colour Code

Subject - Shoe

Functional	Good	Bad
...

Sign

Symbolic	Good	Bad
...

Care

...	Good	Bad
...

Words

Emotion-Score Verbatim Calibration Wall

How are you?

We instinctively understand this model

Conversations



Videos / Pictures

Emotion-Score Visual Calibration Wall

How are you?

Methods

Scoring LEAN CANVAS

Find focus for your business plan

You can score impact and importance from any system into the same model

More than

Very very

very

Care

Don't

OK

0

5 4 3 2 1 0 -1 -2 -3 -4 -5

Numbers

5	4	3	2	1	0	-1	-2	-3	-4	-5
...

E-score™ team can quickly create a single view of any form of interaction data – any method to convert physical things, emotional states, conversations sentiments feelings, actions, objects, VOC Digital activity, words, numbers, pictures, financial etc. into actionable emotional scores and then connect those sensors together (e-scores for short)



The next step in Customer Experience

Helping you manage Emotion

The next generation of tools and services in business improvement and customer experience

E-score is from the [Customer Experience Foundation](https://www.cxfo.org)
CXFO.Org Innovation Lab



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Are you willing to start changing the conversation today