

SOLUTION BRIEF

Qualtrics XM Discover for Contact Centers

Digital transformation is changing the way customers interact with contact centers, directly impacting customer experience and satisfaction. As you modernize your contact center, it is critical to understand and measure the reaction of customers to automation, self-service, artificial intelligence, and digital experiences while also determining where you can reduce costs and improve efficiencies.

XM Discover's Contact Center Solution leverages the industry's best AI-powered text analytics and advanced Natural Language Understanding (NLU) to evaluate 100% of customer interactions giving you smarter, faster, and better insights into your contact center to inform and prioritize your digital transformation strategies.



SMARTER

Get smarter, more granular insights into the voice of your customer through our 50+ emotions and unique enrichments like the empathy and emotional intensity across all feedback



FASTER

Capture a faster and larger ROI with our purpose-built analytics platform that offers more out-of-the-box models, dashboards, and reporting capabilities across more languages.



BETTER

Better machine learning and industry-specific tuning make our transcriptions more accurate, more useful and richer for downstream analytics.

Only XM Discover provides these immediate analytics capabilities for contact centers:

- + Automatic Intent Detection: Go beyond hearing what customers say and actively listen to their needs so you can best respond.
- + Call Outcome Detection: Understand if a call ended satisfactorily and prevent repeat calls.
- + Transfer Detection: Reduce transfer rates, improve average handle time, and achieve first call resolution.
- + Effort Detection: Identify concerns before they become major issues that impact loyalty and the bottom line.
- + Empathy Detection: With empathy being more important than ever, produce more immediate action and more customer-centric solutions.
- + Reason Detection: Understand why customers initiate conversations to decrease contact center traffic, reduce interaction length, and illuminate drivers of churn.

Top companies use XM Discover for their contact centers

Shark | **NINJA**


Vera Bradley


AMERICAN FAMILY
INSURANCE®
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"We had a dedicated analyst for our previous tool who would spend weeks on identifying root causes and creating reports. XM Discover is much better suited for advanced CX analysis such as Category Suggestions, Intent Detection, Emerging Themes Detection, Sentence Types, Emotion, Sentiment and Effort Scoring."

—VP of Customer Experience Fortune 500 Customer

Put XM Discover insights into action to achieve the following goals:

For contact center operations

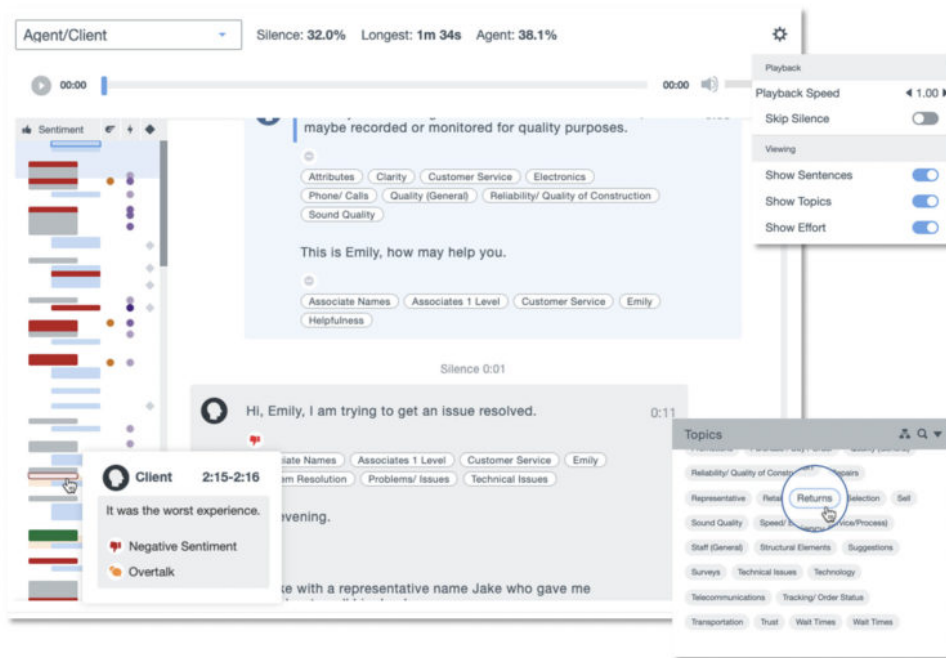
It is not easy to deliver the often competing goals of customer experience and cost. Using XM Discover's Contact Center Solution, you can easily identify key areas of opportunity to deliver better service to more customers at a lower cost.

- + Increase efficiencies by understanding the root cause of long and repeat contacts then redesigning processes to resolve issues more quickly
- + Drive measurable cost savings and ROI by effectively deflecting low-value calls and reducing average handle time
- + Eliminate manual contact dispositioning and post-contact work, resulting in significant cost savings and more time for agents to focus on more complex and valuable calls or chats
- + Reduce the high cost of calls and chats by improving the digital experience and providing customers with optimized self-service opportunities
- + Ensure industry compliance and monitor complaints by tracking every customer interaction and proactively addressing concerns
- + Identify opportunities to optimize the customer journey, improve product quality, and enhance marketing to boost sales conversion and retention
- + Increase sales effectiveness and revenue by measuring upsell rates, benchmarking agents and improving conversion ratios
- + Optimize the conversational capabilities of Interactive Virtual Assistants (IVAs) to increase adoption of self-service channels and deflect contacts away from expensive human touchpoints

For contact center quality & service control

To keep up with growing expectations of customers and stay ahead of the competition, you need to resolve concerns quickly and efficiently. XM Discover helps you answer important questions about customer experience and quality.

- + Automatically evaluate the risk and quality of every interaction, eliminating the need for manual call listening in quality and compliance management programs
- + Improve the quality of service across all channels by understanding customer experiences at every interaction point and integrating your service delivery
- + Identify emerging issues and trends to react quickly and ensure your team is never caught off guard
- + Modernize your quality management by automatically evaluating 100% of interaction including calls, chats, messaging and emails in a way that is objective, transparent, and consistent
- + Provide better agent coaching by curating targeted lists of exemplary and troublesome interactions
- + Increase customer conversion and retention by designing more customer-centric products and services
- + Empower agents and reduce attrition by providing additional visibility and self-coaching opportunities
- + Understand key activities of top and bottom agents including soft skills and script compliance



View the conversation flow between participants overlaid with:

- + NLU-derived attributes such as topic, intent, empathy, emotion, sentiment, call reason, conversation outcome.
- + Channel-appropriate metadata such as silence, over talk, and hold times.
- + Playback audio filters and search dialogues.

The Value of the XM Discover Solution:

Informing your contact center strategies through data-driven insights is crucial to success. But how do you know if the changes you are making are productive, detrimental or futile? How do you know what to prioritize next? That’s where we come in—we use the actual words of the customers and agents across all feedback channels to gauge what’s working and what’s not working on both sides of the conversation. Then, we provide high-impact tools and templates to easily track, trend, measure and drill into the outcomes of change and answer any emerging business questions you may have.

Throughout the process, our superior services team will be available to support any incoming inquiries you or your team may have. We are committed to your success!

Request a demo →