



## Gyst Blog Post

# Why you need high-resolution analytics in your voice channels



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On top of these critical concerns, upgrading your contact center technology stack is a bit like replacing the roads, bridges, and tunnels that make up our interstate highway system - lots of moving parts and absolutely no appetite for any down time by the users of these services - your customers.

Add to this the fact that, now more than ever, world-class customer service is absolutely critical to the success and bottom line of your your organization, and it's easy to see why getting this right is essentially a matter of survival in today's highly competitive marketplaces. Time and time again, studies show how important customer service is to your bottom line:

- Investing in new customers is between 5 and 25 times more expensive than retaining existing ones. ([Invesp](#))
- Nearly three out of five consumers report that good customer service is vital for them to feel loyalty toward a brand. ([Zendesk](#))



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- 68% of consumers say they are willing to pay more for products and services from a brand known to offer good customer service experiences. ([HubSpot](#))
- For 86%, good customer service turns one-time clients into long-term brand champions. ([Khoros](#))
- 89% of consumers are more likely to make another purchase after a positive customer service experience. ([Salesforce Research](#))
- Businesses can grow revenues between 4% and 8% above their market when prioritizing better customer service experiences. ([Bain & Company](#))
- 72% of companies believe they can use analytics reports to improve the customer experience. ([Deloitte](#))

So to say the stakes are high as contact centers transition to digital is almost an understatement in itself. Getting it right is indeed a matter of survival.

Physicians know well that an effective treatment of what ails us depends in very large part on a thorough diagnosis of the problem. So they test, analyze, measure, weigh, gauge, and interrogate...

This kind of thorough analysis is also required when it comes to finding the best way forward for your voice self-service channels as you work your way through your contact center modernization initiatives.

And it is in those very same voice channels - the ones that still handle thousands of calls on a daily basis from those hard earned, existing customers we talked about earlier - that you likely have a potential gold mine of information you can harvest to help direct how you move forward.

When you think about it, for years, if not decades, your customers have been calling in to your contact centers, working their various ways through the options supported via your call scripts, talking to your agents when necessary, or possibly even a bit of both. They've even demonstrated their skill and understanding of the flow and logic of those scripts as they've used them over time.

Additionally, the flows themselves represent years of careful design, trial and error runs, A/B testing, grammar tuning, and perhaps even some live usability testing. This is indeed fertile ground for harvesting insights into what your customers not only want, but also what they are good at finding and what they want to know over and over again. And the same principle applies in reverse for what they don't want to know or care about so much, and what they struggle to navigate their way around in your call flows.

So it makes sense that, before getting too far into replacing your old school directed dialogues with nice, flexible natural language models, or a particular branch of your touch-tone driven functionality with an ML powered voicebot, or any other part of your voice self-service design strategy, that you do what the good physician does and gather as much data as you can about the current "patient" state before making significant changes.

Gyst Analytics, a web-based technology we have developed does a really good job at this, as the short movie below illustrates...

This is a web based, platform neutral service that self-diagnoses voice applications for design flaws using ultra high resolution caller data analysis. It also determines the operating efficiency and optimization levels your IVR is achieving, and together with Gyst CX technology, it allows you to address those pain points for the caller.

The analytics show you exactly how your customers perform at every single conversation turn (node) in your voice application. It also tracks individual caller frustration levels as they progress through each node, and gets them help before they zero out or hang up.

You can use this as a guide as you change your call flows and add digital channels to accommodate new services, seasonal changes and so forth. It will do the work of your traditional number-crunching analysts and usability studies for you in real time, continually finding opportunities for cost savings and efficiency.

This, along with a well-informed and well thought out strategy for executing on your digital transformation initiatives will help ensure the traffic keeps flowing nicely while you build the new "highways".



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