



High-Level Takeaways from 2018 Focus Groups



Analytics Focus Group Takeaways

- When reporting up to management, there is a desire for “quick bites,” visualizations, photos that tell a story
- Team leaders want to be able to find critical items more easily, see trending issues (e.g. across reviews), predict workforce requirements
- Traditional productivity metrics are popular but companies are also looking for benchmarks, are interested in deeper dives like keystrokes, who did an action and how long did it take
- Productivity reporting is a manual process today because it requires data on available hours per rep
- There is a desire to be able to better track average issues per case and to be able to group data by day of week
- Group agreed they would like to be able to see entire list of bugs to see when to expect resolutions, possibly including a voting system for users

Channel Strategy Focus Group Takeaways

- Chat/SMS is exploding in popularity and consumers want to be able to do more (e.g. complete a purchase); challenge is to maintain human touch
- Unifying channels on the back end requires a great deal of work, so companies are looking for better process automation (especially of data input) as well as ways to consolidate via a data lake to make better use of all the data they collect
- The more channels are opened, the more volume they see – customers want to engage
- Some agents are dedicated to channel (especially social/chat), line of business or specific type of issue, others cross-train on all
- Brands are interested in changing how they talk to customers, being less formal and more conversational/on-brand
- Building an internal case for automation can raise concerns about job security but these efforts are supported by the fact that the younger generations prefer different channels
- When opening new channels, at first there is fear about opening the floodgates but the group agreed that a bigger challenge is adjusting brand voice to channel

Automation/Self-Service Focus Group Takeaways

- When it comes to what to automate vs. not, the group agreed that:
 - Most use cases can be handled via a bot/self-service, and that consumers want the option to do so even for sensitive, urgent or emotional issues
 - Offering options to connect with live agent is a must
 - Situations where empathy or rule-bending/breaking is required are areas a bot should not handle
- The group agreed that it's important to be able to edit the content of the bot on their own without relying on the web team or IT
- Bot-driven self-service is a way to get out from the “corner” of the website
- The way social is handled is fundamentally changing: many are shifting it away from marketing completely, requiring consumer care teams to have new skill sets
- Automation for positive feedback on social channels is a challenge: brands want to be able to effectively acknowledge praise but the volume is sizable; also want to capture the data and derive insights from it