

# Increase Customer Satisfaction and Retention With a Personalized Customer Experience Powered by Natural Language Processing



## Business Impact

"With text analytics it is possible, almost simultaneously with ongoing call center documentation, to show relationships and provide solutions."

*Albert Labermeier,  
Senior Marketing Analyst, Swisscom*

## Challenges

- **Slow response times.** It is difficult for call centers to understand and respond to customer requests using manual approaches, which leave staff overwhelmed and customers frustrated with long wait times and inaccurate resolutions.
- **Flexible customer service options.** Keeping track of multiple channels for customer feedback can be overwhelming, and customers are unwilling to tolerate long wait times or search for difficult-to-find information.
- **Engaging global customers.** With a worldwide customer base, it's challenging to identify regional trends and accurately respond to feedback in a variety of languages and dialects.

## The Issue

Consumers are increasingly using conversational AI devices (e.g., Amazon Echo and Google Home) and text-based communication apps (e.g., Facebook Messenger and Slack) to engage with brands and each other. Yet many companies have not figured out how to analyze data from these communication tools to make it easier to interact with customers and create a more positive customer experience.

Today, customers expect their interactions with companies to be simple, intuitive and efficient. The customer experience is a prominent factor in customer loyalty and longevity with a brand. People want an immediate response from you whether they're on your website or phoning your call center. Social media messaging and web chats are becoming more prevalent forms of customer contact, and the nature of those communication streams demands faster, more accurate responses.

## Our Approach

By using natural language processing (NLP) to analyze large volumes of unstructured text data from all your customer channels, you can rapidly examine information to gain meaningful insights. We deliver software and services to help you:

- **Respond quickly and accurately** to customer requests by providing real-time recommendations for action based on rapid categorization of call center transcripts, social media conversations or web chat information.
- **Offer automated real-time support** with a chatbot designed to help users navigate your website, answer simple questions and easily direct customers to the right point of contact.
- **Understand public sentiment** by analyzing social media sites to determine how dimensions of interest are changing and take action based on customer perspectives.
- **Go from data to decision faster** by empowering decision making at the data source and reducing the gap between when information is received and when it's acted upon.

Customer interactions can take many forms – a phone call, an email, a social media message, a web chat or interaction with a chatbot – and these interactions help companies understand customer demand and external brand perspective. Modern NLP capabilities allow you to scale personalized customer experiences by determining their context and recommending an effective action quickly regardless of communication channel or native language. You can use SAS to:

- **Uncover trends and spot opportunities for action.** Automatically identify relationships and patterns in data with intelligent algorithms and NLP techniques that help you quickly determine what action to take.
- **Analyze incoming text in a variety of languages.** Enable native language analysis using dictionaries and linguistic assets created by native language experts.
- **Streamline analysis across multiple communication channels.** Meet multiple customer needs at once by deploying NLP capabilities to analyze unstructured text, recommending next best offers and providing assistance in the form of a customer service chatbot.

## A customer call center for a large telecommunications company

### Situation

With a high volume of customer service calls, emails and social media messages coming in daily across four languages (with multiple dialects), the company was struggling to respond to customers quickly to provide an effective solution at the first point of interaction. With 10,000 daily service requests, staff were manually analyzing, routing and assigning actions to meet each customer's need. The result? Poor customer satisfaction and negative sentiment on social media.

### Solution

NLP solutions from SAS enabled the company to:

- Layer insights from social media conversations with the analysis of call center transcripts and incoming inquiries to provide a richer picture of customers' needs.
- Make more relevant and customized offers to help retain customers in an increasingly competitive market.
- Automatically categorize diverse descriptions and synonyms, including new terms that were not previously defined.
- Interpret customer feedback across multiple communication channels in four national languages and various dialects.

### Results

Using NLP, customer service representatives can almost simultaneously transcribe a customer call and quickly categorize a problem, assign a severity level and recommend a solution to increase the effectiveness of service operations and improve customer satisfaction.

### Respond to Customer Feedback

What if you could automate the process of listening to, and understanding, feedback from your customers to make appropriate adjustments to offerings and services?

### Improve Operational Efficiency

What if you could quickly act on information across all communication channels – lowering customer wait times and equipping staff with the right solution the first time?

### Personalize the Customer Experience

What if you could meet customer needs in the channels they are most comfortable with and with the information most relevant to their needs?

## SAS Facts

SAS consistently ranks among the market leaders in analyst surveys of NLP providers.

- SAS serves more than 650 government customers in 134 countries around the globe.
- SAS is a trusted analytics and artificial intelligence powerhouse for organizations seeking immediate value from their data at more than 83,000 sites worldwide.

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