

# [24]7.ai Analytics Overview

## Industry Pain Points Leading to the Adoption of Analytics-Driven BPOs

1. In-house contact centers lack the right strategy to build a seamless performance management framework for analytics and predetermined quantitative initiative, thus failing to identify the problem statements and define value beyond a few cases.
2. Internal call center operations are incompetent in determining and prioritizing actionable insights established on cost-benefit investigations. For delivering better agent performance metrics, they need the ability to transform structured and unstructured data into actionable insights.
3. Companies lack the right technology to build a comprehensive data strategy when various units retain only their respective version of consumer data. Skipping critical roles like analytic translators creates an IT talent gap within the organization. This leads to the demand for analytics-driven BPOs who can successfully analyze the impact of various use cases and design the analytics framework accordingly.

Source: Everest Report

## Our Unique Analytics Offering

[24]7.ai employs proprietary analytic methods to simplify and optimize business operations, reflected by cost control and increased revenue, simultaneously enhancing customer experience. Most businesses measure metric performances only using KPIs, which are "lagging indicators." Our methodology unearths "leading indicators" that drive these KPIs using various techniques like data modeling, text mining, and journey mapping. Listed below are some of our analytic capabilities.

### Intent Analytics

- **Reason for Contact:** Our text mining models can identify from 40 to 200+ customer intents per LOB, depending on program complexity. Crafted in partnership with SMEs, every intent is ensured to be actionable. It provides an additional dimension to deep-dive into metrics performance. Support teams utilize the results to improve program performance by devising focused training/ coaching action plans.
- **Market Basket Analysis:** We have developed state-of-the-art intent mining models that recognize multiple intents frequently appearing together within a single interaction. This intent clustering is used as part of the training curriculum, empowering our agents to proactively address issues that potentially result in a repeat contact.
- **Channel Stickiness:** Customers re-contacting an organization are traditionally termed as repeats, and are deemed undesirable. With a focus on digital transformation, there is a thin difference between channel stickiness and actual repeats. On digital channels, every repeat contact for an unrelated intent reflects digital adoption, and is hence considered a "Good repeat." Using CX optimization methodologies, we help organizations promote Good repeats and reduce undesirable ones.

**CX Analytics**

- **CX Improvement:** At [24]7.ai, we assess how customer sentiment transitions during the course of an interaction. This Sentiment Shift is a leading indicator of holistic customer experience compared to sample-based feedback obtained through surveys. We identify and propagate best practices that lead to positive sentiment and minimize factors that cause negative sentiment.
- **Channel Optimization:** Most BPO vendors operate Sync and Async channels in a similar fashion, providing suboptimal CX. At [24]7.ai, we have developed best practices for each channel based on the nuances of customer expectations and user interface. We use sophisticated models to gauge the usage and impact of these practices to amplify CX.

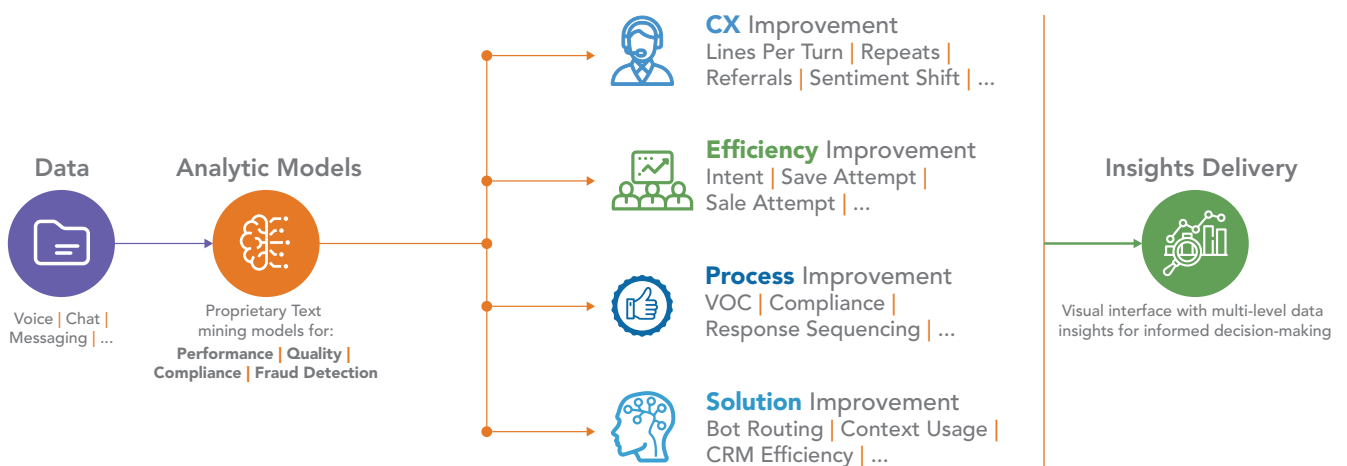
**Revenue Analytics**

- **Sale Attempts Analysis:** We analyze an agent’s effort to sell by associating it with conversions using proprietary sale attempt models. These models distinctly identify statements that result in maximum value creation and time-bound closure. Agents are trained through effective usage of scripts, and their adherence is measured.
- **Save Attempts Analysis:** Retention programs require prudent handling of customers based on their reason for cancellation. Our retention-specific models associate different cancellation reasons with the most effective offers. Driving appropriate usage of these offers, translates into better ROI and boosts loyalty while improving customer experience.

**Compliance Analytics**

- **Fraud Detection and Prevention:** At [24]7.ai, every customer interaction is run through comprehensive fraud detection algorithms. This methodology analyzes multiple aspects of a single interaction to flag fraudulent behaviors. Our real-time support capability can reduce response time to within 15 minutes of such occurrences. Early detection also prevents the repetition of inadvertent lapses.
- **Adjustments and Credits:** Our data mining models not only identify instances of credit/refund/adjustment issuance but also extract the associated value. This provides our audit teams with every instance of non-compliant behavior for corrective action, ensuring adherence to process requirements.

[24]7.ai Analytics Framework for Operational Excellence



**[24]7.ai Awards & Recognitions**

**2022 – CCW Winner**  
BPO of the Year

**2021 – Inn-Tech**  
Innovation and Technology

**2021 – Quality Assurance Leader of the Year**  
IT/ITES Sector

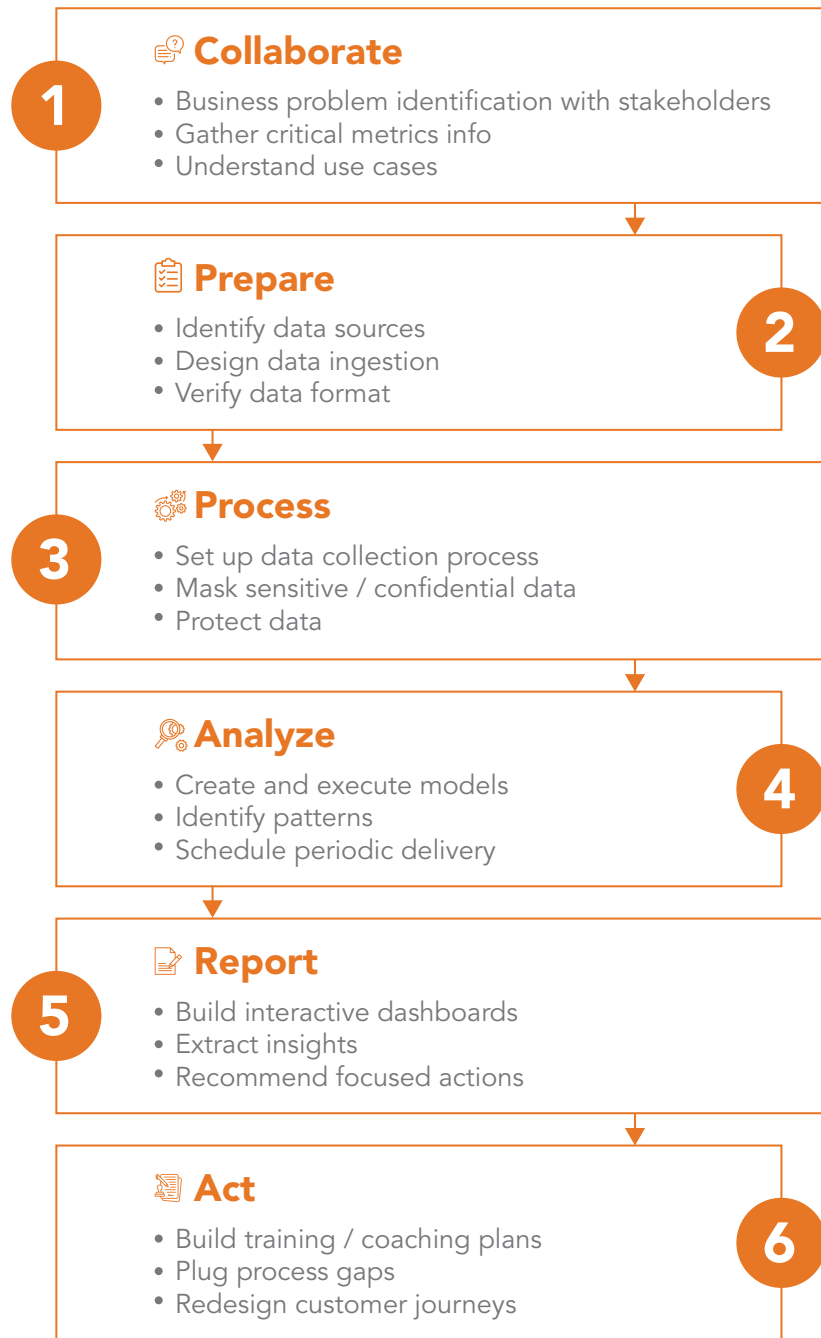
**2021 – Indian Business Council**  
Digital Dragon Awards

**2021 – CCW Winner**  
Disruptive Technology of the Year

**2021 - Frost & Sullivan Award**  
Best Practices Customer Leadership in the Customer Experience (CX) Industry

**2021 & 2022 – ET Business Excellence Quality Assurance Leader**  
IT / ITES sector

**Our approach to Data Analytics**



**Contact us**

[www.247.ai](http://www.247.ai)  
[info@247.ai](mailto:info@247.ai)  
 United States +1-855-692-9247  
 Canada +1-866-273-1195  
 United Kingdom +44 0 207 836 9203  
 Australia +61 2 90025780

**About [24]7.ai**

[24]7 Agent Services, ranked #1 BPO by Global Fortune 500 clients for 23+ years with an unrivaled 93% success rate for the Best Vendor Ranking, offers diverse, thoroughly vetted, highly-skilled agents for every channel - who align with the brand's DNA. Lowering cost-per-interaction while boosting customer satisfaction, we outperform the client's best site by 10% with the best of technology, training, and analytics. We enhance customer experience through agent experience by equipping agents with AI to deepen engagement, accelerate accurate resolutions, and reduce handle-time. We empower our agents to become brand ambassadors that promote brand loyalty and excellence, thus building trust, upholding brand reputation, and revolutionizing strategies.