



Conversational AI is No Longer a Black Box

Get actionable insights into
your conversation data with
out-of-the-box analytics



INTRODUCTION

Conversational AI improves the customer experience for contact centers at large. When applied to customer service, [conversational AI](#) lets machines handle and resolve tier-1 customer service issues with automated self-service, giving agents time back to resolve complex issues that require human connection and empathy. It also gives contact center leaders the ability to scale up or down to meet customer demands, eliminate wait times to improve CSAT, and can be deployed in weeks without significant cost increases.

However, as customer expectations change, contact center leaders also want greater visibility into conversation data to improve the customer experience by scaling their most effective conversation flows to resolve customer issues faster. With better analytics into conversational AI, contact centers can automate intelligently and turn conversation insights into action.

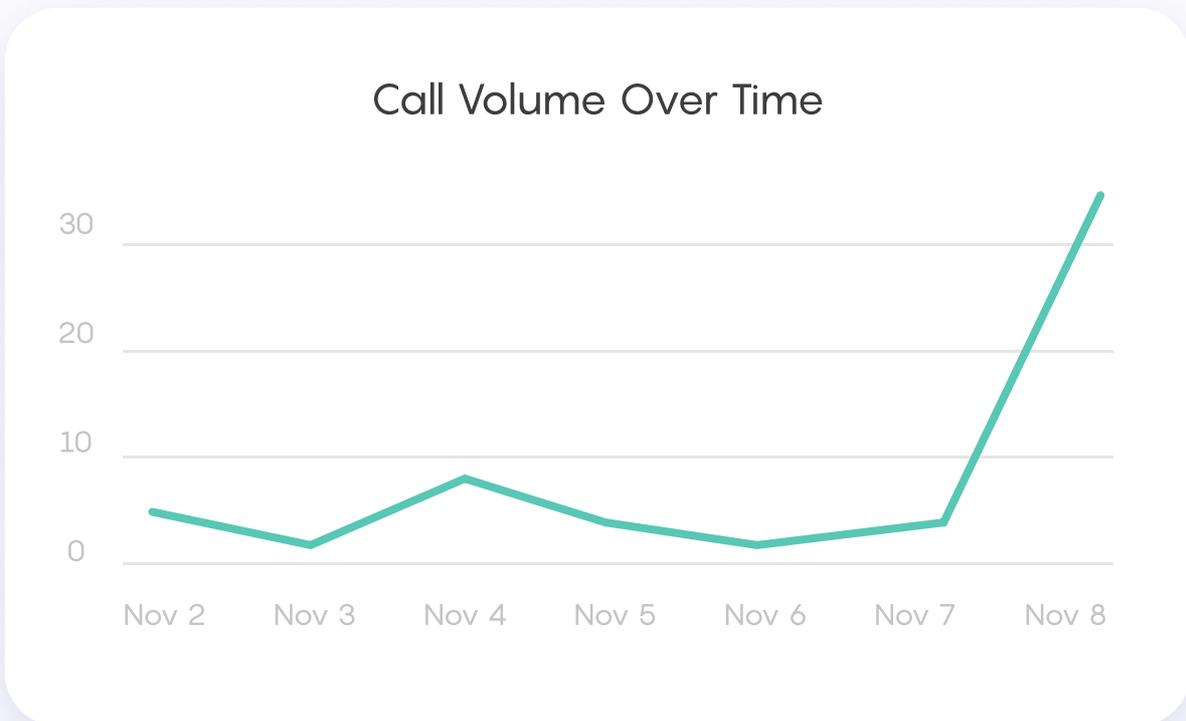
In this guide, we will dive into Replicant's conversational analytics which allow contact center leaders to

understand why their customers are contacting support, what conversations are performing best, and primary reasons for escalation, to continuously improve the customer experience.

Below we highlight a selection of analytics that Replicant provides out-of-box and the impact they provide for contact center leaders:

Understand Contact Center KPIs and Measure ROI

Measure Call Volume



The Impact:

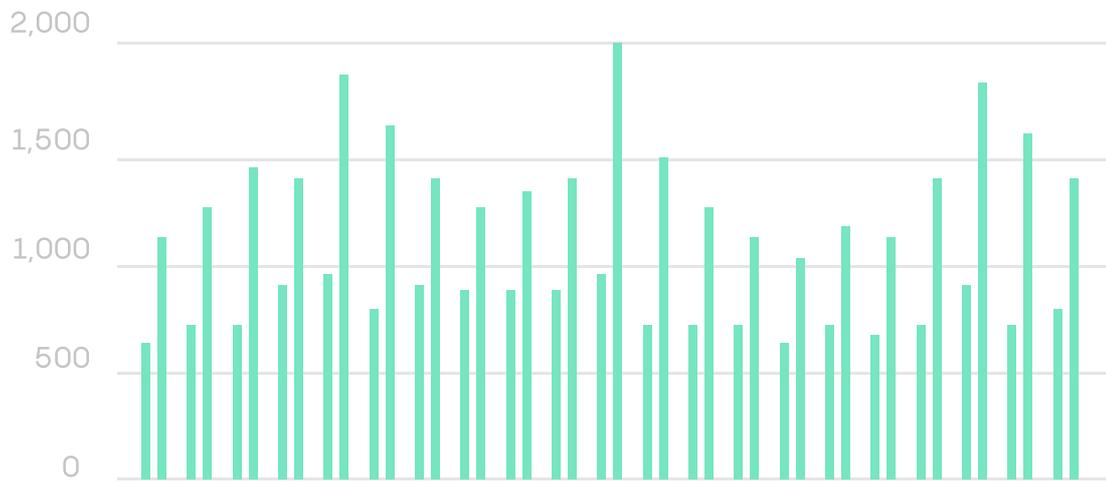
Call volume tracking gives contact center leaders insights into daily and seasonal customer trends. With Replicant, leaders can easily measure call volumes over a given period of time and immediately see the impact of the Replicant Thinking Machine as it resolves customer requests regardless of total volume. Now, contact centers leaders are provided with a first line of defense that can scale up or down to handle unpredictable customer demand.

Customer Highlight:



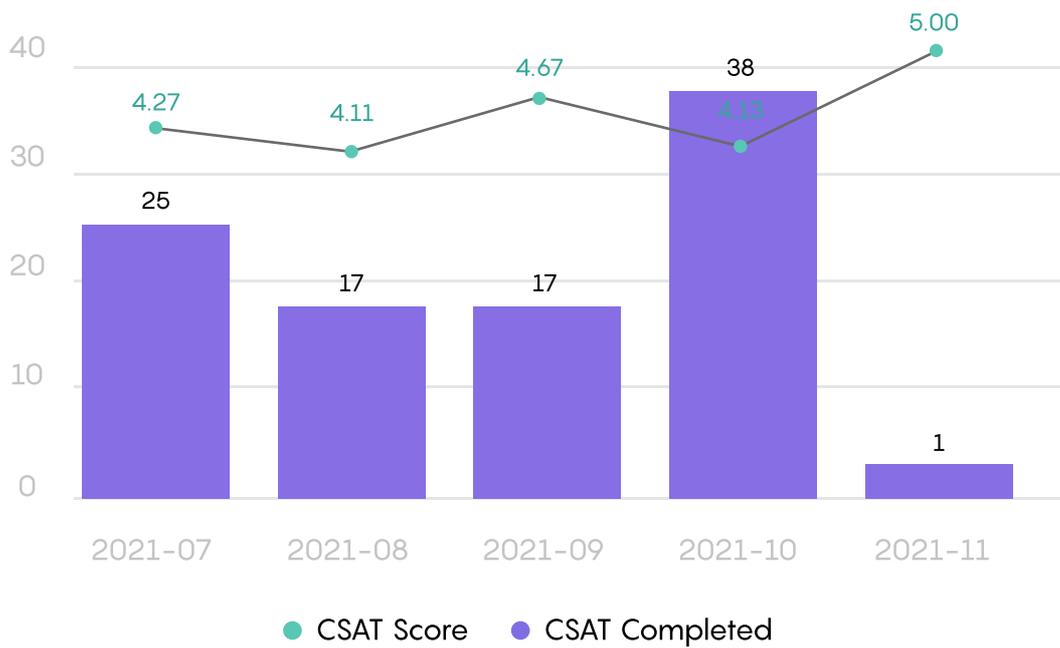
DoorDash, a leading food delivery company, experiences shifting demand in food orders throughout the day. Order volumes tend to fluctuate during lunch and dinner hours, often leaving them understaffed during peak hours and overstaffed during off hours. Now, with Replicant, DoorDash can seamlessly scale to handle shifting order requests regardless of volume without needing to over hire or plan ahead, resulting in massive efficiency gains and cost savings.

Order Volume



Measure CSAT

CSAT



Qualitative CSAT

	Listen	Caller ID
1	It was great.	20335404
2	This is fast.	20333651
3	I'm fine.	20291230
4	Bye-bye.	20290446
5	Fire.	20290265

The Impact:

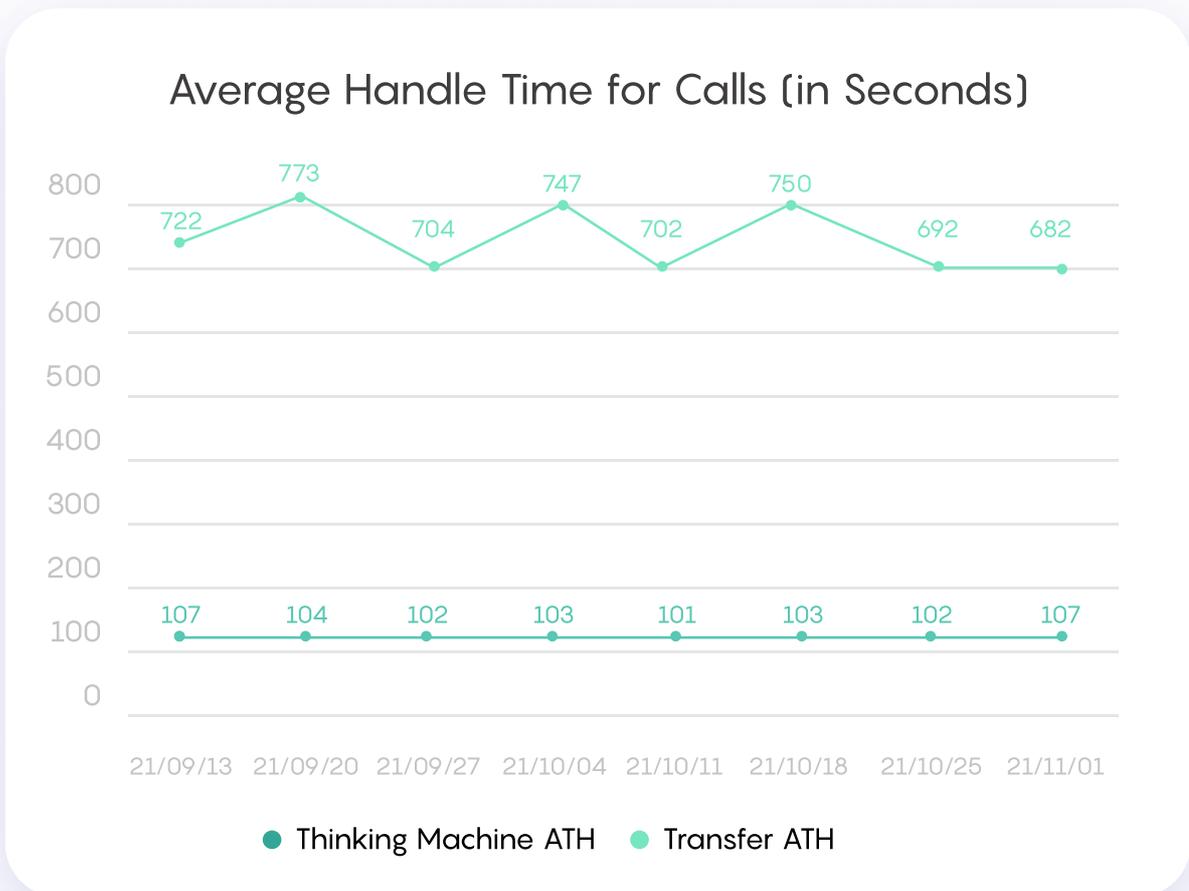
Brands typically survey customers after support interactions to capture CSAT. However, this results in low response rates and incomplete data. With Replicant, contact center leaders can collect CSAT during every conversation quickly and naturally with little effort on behalf of the customer. Contact center leaders can then see how CSAT is trending in real-time and identify specific conversations with low CSAT scores to improve them instantly with script editing in Conversation Builder. Contact center leaders can also get anecdotal feedback on CSAT with responses like "It was great" to measure qualitative CSAT with greater flexibility.

Customer Highlights:



ECSI, a financial services company, implemented Replicant and saw higher CSAT following interactions with the Thinking Machine as compared with agents as hold times were eliminated and customer issues were resolved faster. Customers also appreciated the ability to give CSAT during their interaction without needing to fill out a post-call survey. They also could provide a more natural response that relayed their experience better than simply providing a number on a sliding survey scale.

Measure Average Handle Time

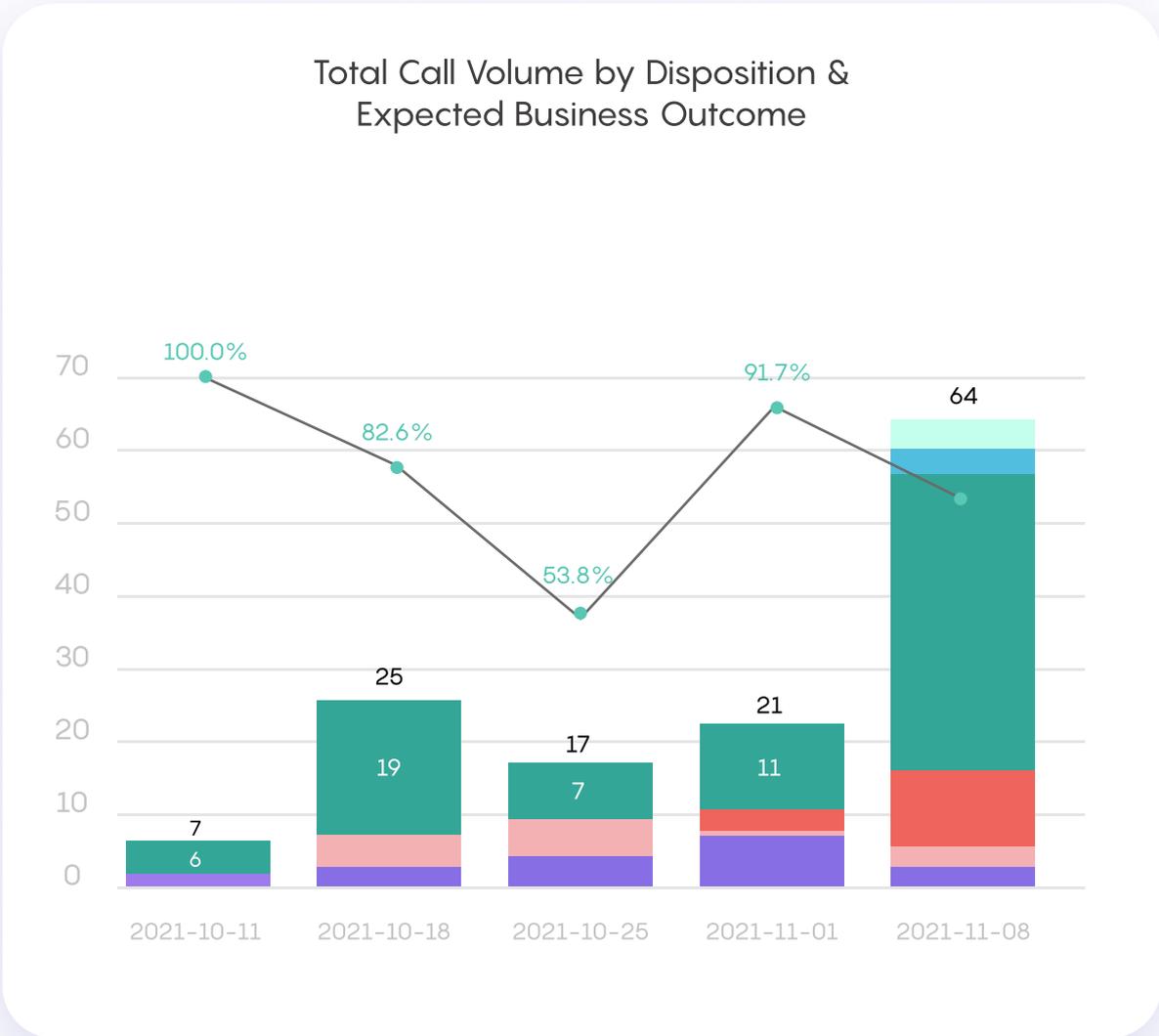


The Impact:

Average Handle Time (AHT) varies across use-cases and brands, but overall is a good indicator of how quickly customer issues can be resolved. In most use-cases, the AHT of interactions with the Thinking Machine is shorter than that as compared to agents - Thinking Machines are typically able to handle tier-1 calls 30%-50% faster than agents, resulting in a better customer experience, and leaving more time for agents to handle the tier-2 calls. By measuring and monitoring improvements in AHT after implementing Replicant, contact center leaders can better justify the ROI of Replicant, including expanding to future use-cases.

Improve Conversations with Powerful and Flexible Drilldowns into Conversational Insights

Measure Call Dispositions



The Impact:

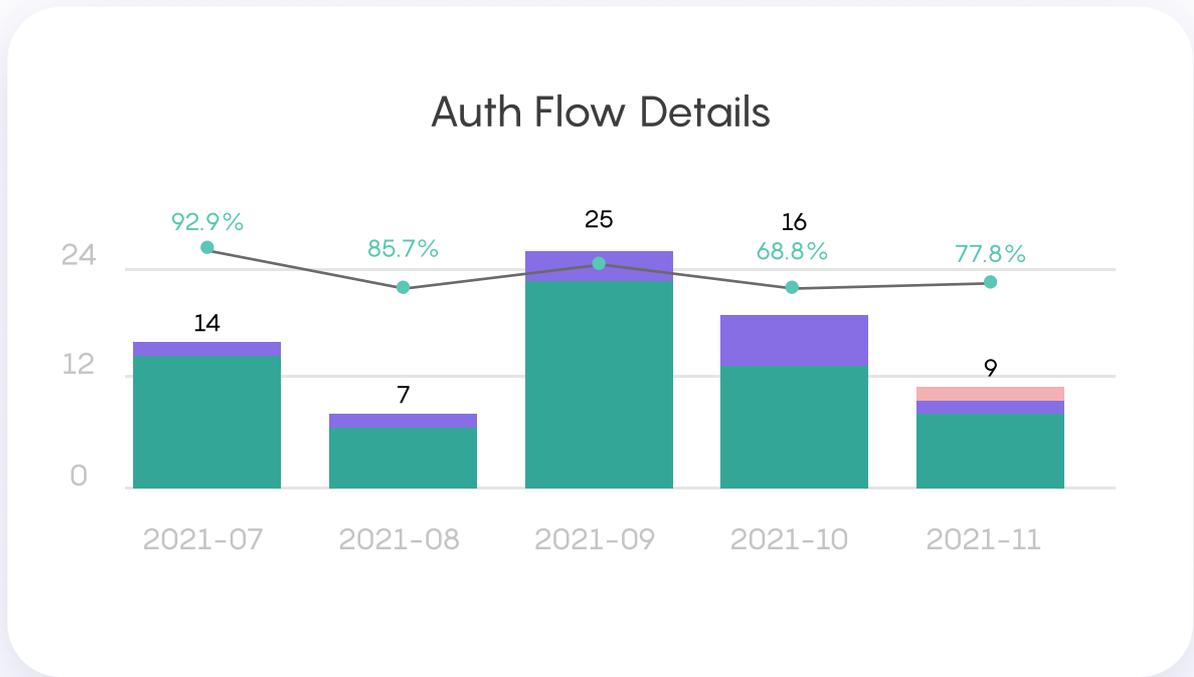
With Replicant, contact center leaders can automatically capture dispositions based on what customers are saying to understand the breakdown of positive, neutral, and negative conversation outcomes and identify areas for improvement by drilling into negative dispositions.

Replicant customers typically measure outcomes with the following guidelines:

- ◇ Resolutions and Transfers after 1 successful use-case map as Positive
- ◇ Immediate Hang-ups and Transfers to Unsupported Flows map as Neutral
- ◇ Midcall Hang-ups, Caller Escalations, and Thinking Machine (TM) Escalations as a result of the the TM not understanding the customer map as Negative

The disposition % outcomes that customers expect to see depend on specific use-cases and continually improve over time as interactions with the Thinking Machine increase.

Measure Top of Funnel Authentication



The Impact:

Most use-cases that take place over the phone require authentication, and if customers cannot successfully authenticate, they are unable to get their issue resolved. The Thinking Machine effectively authenticates callers with higher accuracy helping to shorten calls for customers and reduce repetitive work for agents.

Measure Conversation Flow Performance

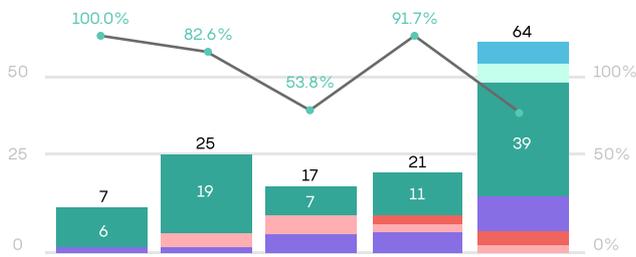
Supported Flows



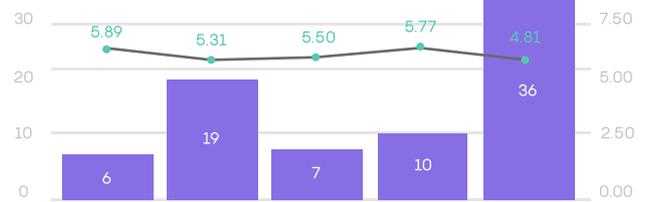
Flow Success and Exit Counts of Selected Flows



Dispositions of Calls Containing Selected Flow



CSAT of Calls Containing Selected Flow



The Impact:

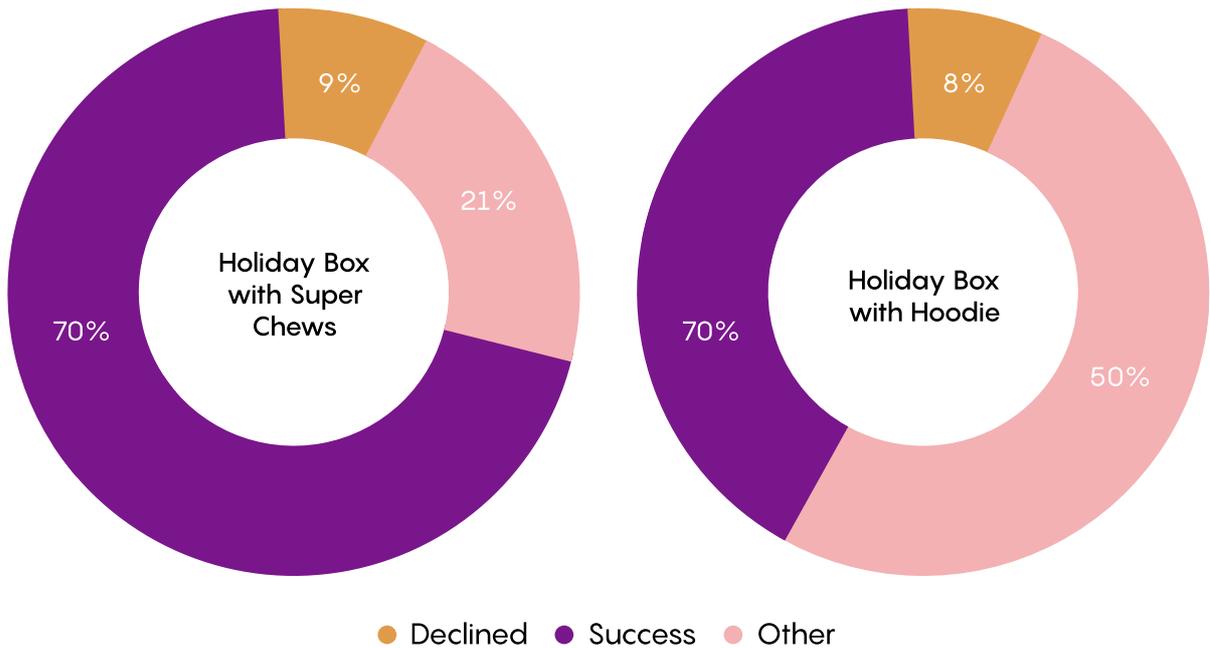
With Replicant, contact center leaders can drill into specific conversation flows to understand what's working and what's not before making improvements to scripts. Leaders can understand why customers are contacting support by flow, understand the disposition of each flow, the success of each flow, and the associated CSAT for deeper insights into the customer experience.

Customer Highlights:

Replicant partnered with a leading food delivery company to understand how successful their customers were at completing a multi-step order process. By understanding the granular details behind successful interactions and those that led to agent transfers or hang-ups, Replicant was able to make targeted improvements at the flow level to increase the effectiveness of conversations with the Thinking Machine.

Measure A/B Tests

Cross-Sell Conversion Success



The Impact:

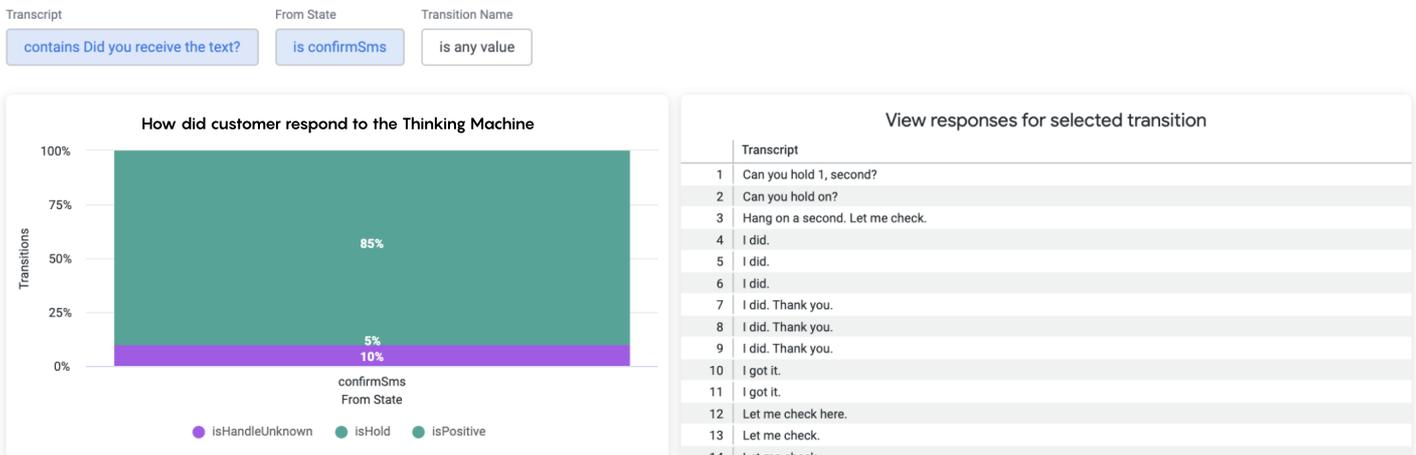
With Replicant, contact center leaders can continually improve conversations with the Thinking Machine using data-driven A/B testing. Contact center leaders can test different conversation variations to resolve a particular use-case, monitor the results, and then make data-driven decisions to inform the Thinking Machine. These insights are particularly valuable when rolling out new conversation flows as they give contact center leaders the confidence that they're creating the most optimal conversation flows for their customers.

Customer Highlights:



The Because Market, an emerging retailer, used Replicant’s A/B testing to test upsell offers across different product mixes with varying dollar amounts. After implementing A/B testing, the Because Market was able to arrive at an upsell offer that had a higher acceptance rate and total dollar value, thereby increasing revenue. Without A/B testing, this process would have lacked insight into customer preferences and required training agents on various scripts to test the effectiveness of different upsell offers.

Drill Into Any Turn

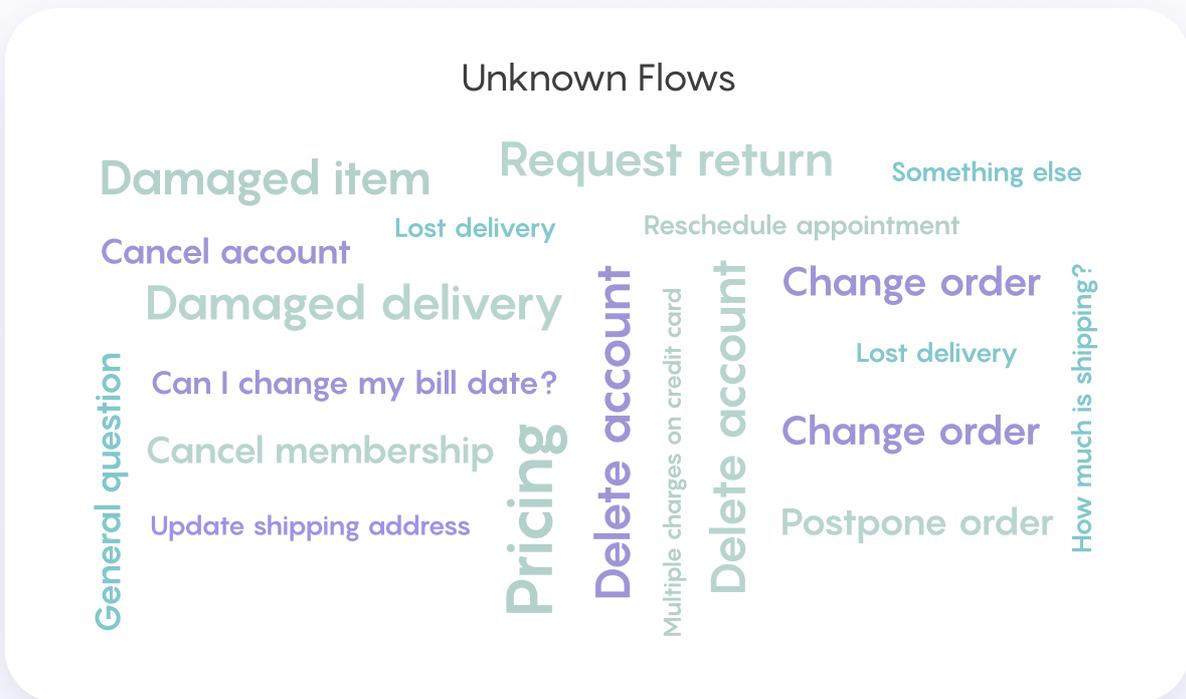


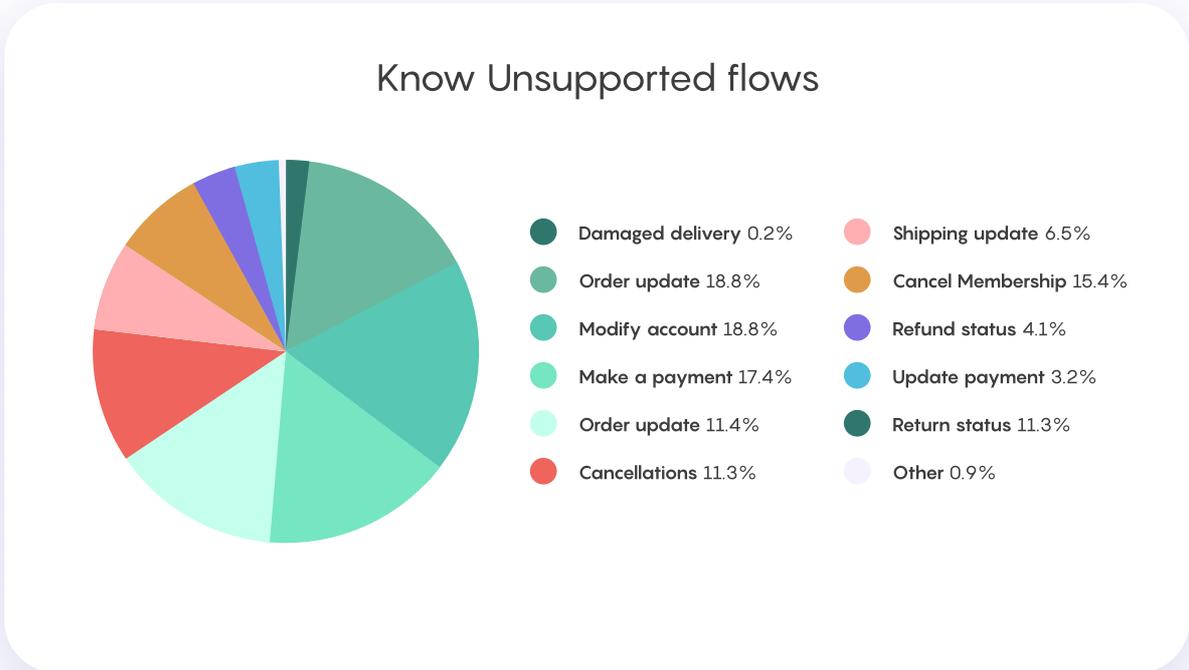
The Impact:

With Replicant, contact center leaders can drill into turn-level conversation details to understand how receptive customers are to specific prompts and Thinking Machine responses. Turn-level insights give leaders the ability to improve conversations at a granular level and make immediate updates in Conversation Builder.

Identify Opportunities for Increased Automation

Identify Unsupported Conversation Flows





The Impact:

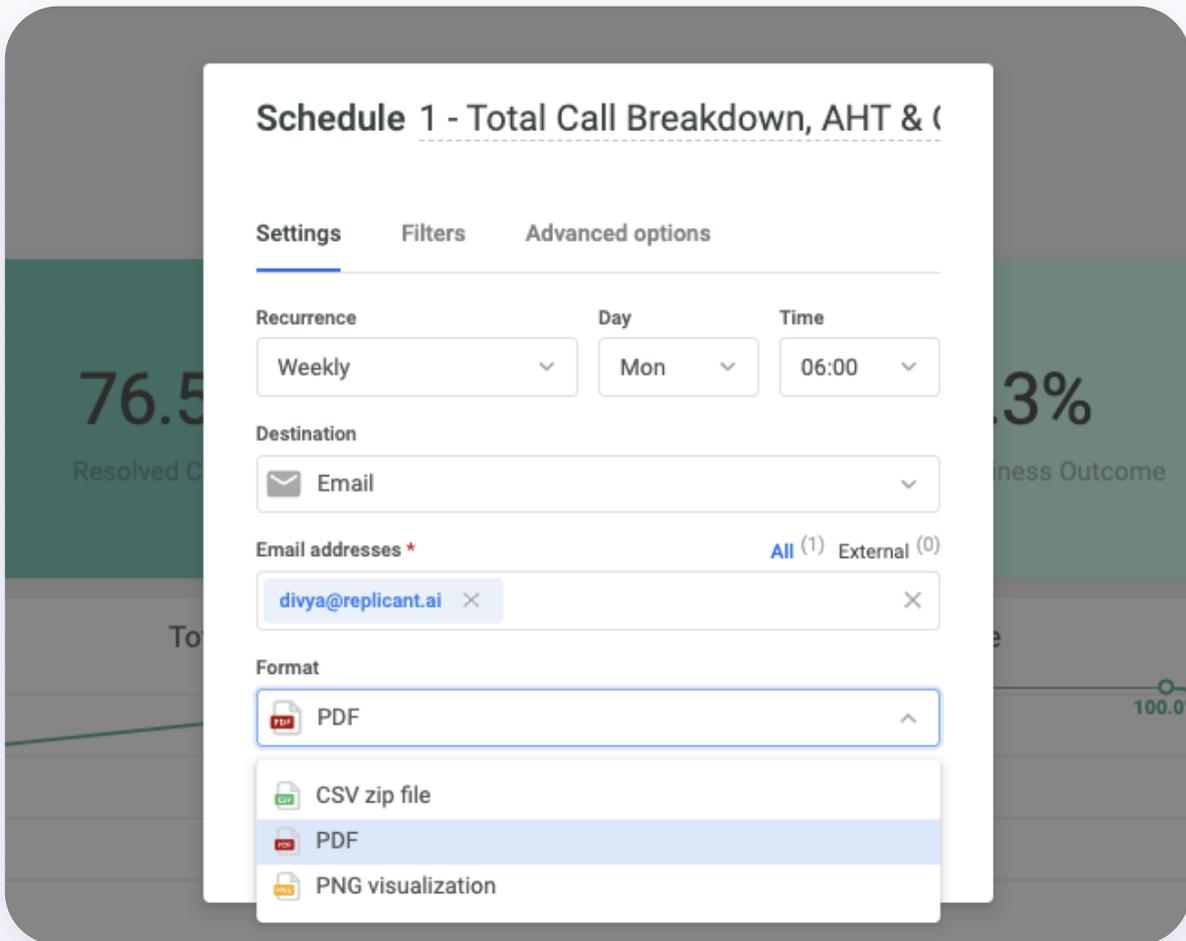
With Replicant, contact center leaders get visibility into what new customer requests are trending in response to open-ended prompts like “How may I help you?” to understand why customers are contacting support and identify unsupported conversation flows.

Customer Highlights:

A leading Fortune 500 auto insurance company identified 50% more call flows that weren’t supported prior to the Thinking Machine. Now, when customers contact support, they have a higher chance of getting

their issue resolved and are no longer limited to an inflexible IVR. With the success they've seen so far, this company is planning to accelerate their digital transformation plans and fully replace their IVR with the Thinking Machine.

Download and Schedule Delivery of Insights



Finally, contact center insights and conversation data are only as useful as contact center leader's ability to view, consume, and share the data. With Replicant, contact center leaders no longer need to estimate ROI - they can share relevant reports and insights across their organization, either on-demand or with scheduled delivery via email, to make recommendations and demonstrate effectiveness.

Now, with Replicant Analytics, conversational AI is no longer a black box. Contact center leaders can get insights into their most important KPIs, including the voice of the customer, to drive data-driven, transformational customer experiences.

About Replicant

With the world's first Thinking Machine, Replicant provides always-on support to resolve customer issues quickly and naturally using Conversational AI. Like agents, Replicant can speak with customers in a natural tone, answer questions without delay, and resolve customer issues quickly. Eliminate hold times, manage unpredictable contact volumes, and give agents time back to resolve high empathy cases with Replicant. Replicant has been deployed by Fortune 500 companies to resolve millions of AI-powered conversations a month and reduce contact center costs by 55%.

[Visit Replicant.ai.](https://replicant.ai)

