CASE STUDY

The Journey to Text Analysis

acer

Acer America, a regional division of Acer Computers, is a multi-brand provider of personal computer products, peripherals and accessories and is the fourth largest PC provider in the world, #2 in global notebook sales. Find them at: **www.us.acer.com**

Challenges

Acer was struggling to get more value from recordings of their customer calls to their contact center. Both efficiency and value gained from the analysis process were a concern.

Solution

The enterprise turned to the Clarabridge solution for an automated approach to categorizing unstructured text for analysis of data from multiple customer touch points such as social media, product reviews, chat, emails, surveys, and agent case notes.

Acer America, a regional division of Acer Computers, is a multi-brand provider of personal computer products, peripherals and accessories and is the fourth largest PC provider in the world, #2 in global notebook sales. Acer is made up of legacy brands such as Gateway, eMachines, and Packard Bell. With over 30 years of growth in the IT industry and operations located all over the globe, this organization was not new to listening to the Voice of their Customers (VoC). The team responsible for monitoring and analyzing VoC was the Voice of the Customer Insights Team, located in South Dakota – a legacy Gateway location. The team was leveraging regional data to monitor customer issues such as hardware failures, and had recently added speech analytics to understand more detail from contacts not involving hardware failures. Since a low percentage of customers contact Acer directly, they wanted to increase the data sources available and maximize the insights gained from their analysis to get a deeper understanding of customer challenges and issues, beyond defects and replacements.

Little data, difficult analysis

Historically, voice calls to their contact centers represented the majority of direct customer contacts, and 100% of those calls were "recorded for quality control purposes". In an initial effort to analyze VOC, Acer sampled a percentage of voice calls and used basic speech analytics to search and filter recordings for specific products, topics, etc. This method of analysis identified some questions and issues that were driving increased calls to the contact center, and revealed caller patterns, points of confusion, and common queries.

While the insights discovered were helpful for the organization, the accuracy and time required for analysis was a concern. The Insights Team was burning a lot of time listening to calls and analyzing the details of the contact, as well as the customer's sentiment. No matter how well the calls were filtered, sorted, and screened, the voice recordings still required manual call listening of calls discussing the same issue, in hopes of identifying the root cause of the problem. In order to increase efficiency and coverage, Acer started evaluating text and sentiment analytics solutions.

As time has gone on, the mix of customer contacts has continued to shift more towards online chat and email support, proving text to be a valuable resource for consumer insights. With initial findings from the voice channel motivating the Customer Insights Team to dig deeper and learn more about why their customers were contacting them, Acer turned to Clarabridge for help with the analysis of all their unstructured customer feedback. Wanting to be more proactive to head off issues before they occur, Acer began their analysis with chats and emails, focusing on the

customer side of the conversation, and continued adding more sources of direct customer feedback such as customer surveys.

Moving to multi-source

Using Clarabridge for Customer Experience Management (CEM), the Insights Team was able to identify similar findings from the previous voice channel, but much faster, and more efficiently than ever before. Once Clarabridge was fully adopted by the organization and ingrained in Acer's DNA, the analysis expanded to include external sources, such as CSAT surveys, Community conversations, online user reviews, forums, blogs, news groups, and other social media. The team also added agent case notes to the analysis process, which were documented during customer calls in the existing CRM system. The same CRM source also provided agent case notes for email and chat interactions as well. These agent notes contained the reason for the contact, the action taken during the call, and the resolution of the incident. While the team initially had low expectations for the value of these notes, they were quickly surprised at how much information was available and how well, the documentation captured the details of each customer contact.

After a short pilot, the company discovered that that Clarabridge's analysis of the contact center notes was greater than 90% accurate, which was leaps and bounds above what they were getting previously. With such a high accuracy rate, the company decided to transition to for all their unstructured data analysis. Case notes rapidly became the "go to" source for direct support contact analysis. Acer's Insights Team now supports a more global organization, expanding their scope and responsibility, proving the value of using text analytics and the CEM approach for capturing customer feedback and using it to drive continuous improvements.