

Customer Emotion Audit

Conversation emotion analysis



Emotional modelling

Emotions Experts + AI tools making the difference

The next step in customer experience from CXFO.Org
Customer Experience Foundation

“.....this case study on customer emotion helped so we can create the in store experience over the phone”



Mission Impossible?

(We don't think so!)

A challenge from SITEL and Waitrose?

Could we measure emotion for a major client without interfering with the day to day operation *and* produce a speech and report in 5 weeks at the prestigious SITEL European Customer Day in Paris in front of a packed house of their largest clients?

The e-score team said “**yes!**”

The SITEL Team said “**Let's go for it**”

.....and the E-Score Team set up a temporary E-Score post and started listening some calls



Listen to 20 phone calls

Step 1

Why calls? *We can use any data but calls are quick.*

To give an global brand like Waitrose something they can use would take a few days, and that meant we didn't want to waste any time messing about with data structures or security.

The quickest source for the test was agents in the voice channel although the process was the same. We set up a sensor* but we only used conversation tools and some basic AI. We listened to 20 calls using Emotion Quality Assurance Conversation Analysis processes.

In voice you can hear both sides of the experiences so you can score Customer and Agent experience together and compare them!

***A sensor post can be experts and AI but AI takes longer to get on stream and needs expert calibration and periodic calibration. You set one up and then just replicate the process as you build a network of emotion sensor across your experiences like a sort of sonar net.**

Resolution	Energy			
Initial connection	Speed of delivery			
Time taken	Baggage handling			
Timeliness	Timing in experience	Complexity/Simplic		
Matching	Body Position	Connection	Convenience	GAIN
Body Language	Emotional Exchange	Habitude	Optimisation	
Physical Contact	Empathy	Status Balance	Emotional State - Fricti	
Environment	Information trans	Exchange of information	Informative for completi	ation Act
Brand Score	Complexity/Sim	Is it clear informati	Available Choice	Control
FCR	Convenience	Understanding	Appropriateness	Urgency
Reputation Risk	Habitude	Level of surprise	Job Satisfaction	Tension/Relaxation
Efficiency - Conversa	Status Balan	Level of familiar	Autonomy	Understanding of proble
Efficiency - Relati	Exchange of infor	Feelings Target	Mastery	Frustration/Contentment
Efficiency - Transacti	Is it clear informati	Feelings - Actua	Purpose	Moral Score
Efficiency - Technology	Understanding	Insight Collec	Cost Impact	Social Score
Data	Level of surpr	Insight Collec	Innovation scor	Satisfaction
Security	behavioural Target	behavioural Target	Compatibility	Engagement
Sustained	behaviour Act	behaviour Act	Design	Word used
	PAIN		Effort Score	Progress to outcome
			NPS Score	Breathing
			EMS	Energy
			Other Met	Speed of deliv

Step 2 Slow down

We start by looking for large variations or big scores as we observe the experience and listen to a call, with about 100 different items on our observational agenda

Then we focus in more details until we are able to identify the actionable insights with the biggest impact at the micro level



We are looking at emotional exchanges like emotion affects such as micro-expressions hesitations, at this level of detail

AI

We apply some AI tools to help identify patterns in conversations

Build a value matrix that contains experience

Functional

its instrumental purpose (use value).
A torch, for instance, lights; a knife cuts.

Exchange

its economic value.
One carving knife may be worth three fish knives; and one torch maybe worth 500 matches or one sheep etc. Both are different exchange values.

Core

Values are ones that you share with customers or not!

Core

Any value proposition is always made up of *elements* in different %'s

This is how you create your own template

Sign

its value within a system of objects.

A particular pen may, while having no added functional benefit, signify prestige relative to another pen; a diamond ring may have no function at all, but may suggest particular social values, such as taste or class.

Symbolic

a value that a subject assigns to an object in relation to another subject

(i.e., between a giver and receiver). A pen might symbolize a student's school graduation gift or a commencement speaker's gift; or a diamond may be a symbol of publicly declared marital love.

emotion-score

Step

4

Step

5

Created an Emotional DNA Profile Algorithm unique to the client

Functional		Score	Lead
Functional	Easy to use	3	0
Functional	Available everywhere	0	0
Functional	Better Features	-4	3
Functional	Easy to get parts for	2	-2
Functional	Security	4	-4
Functional	Privacy	4	-4

Symbolic

Symbolic	A purchase relating to a moment of truth	3	3
Symbolic	A life time relationship	2	2
Symbolic	Fellow Owners	2	2
Symbolic	A defining choice	3	3

Core

Core	Shares my values	2	-2
Core	Data Trust	4	-4
Core	CSR	2	-4
Core	Equality	2	-4
Core	Social Policies	2	-4
Core	Social Policies	2	-4
Core	Exploitation	2	-4
Core	Tax	2	-4
Core	Supply Chain	2	-4

Exchange

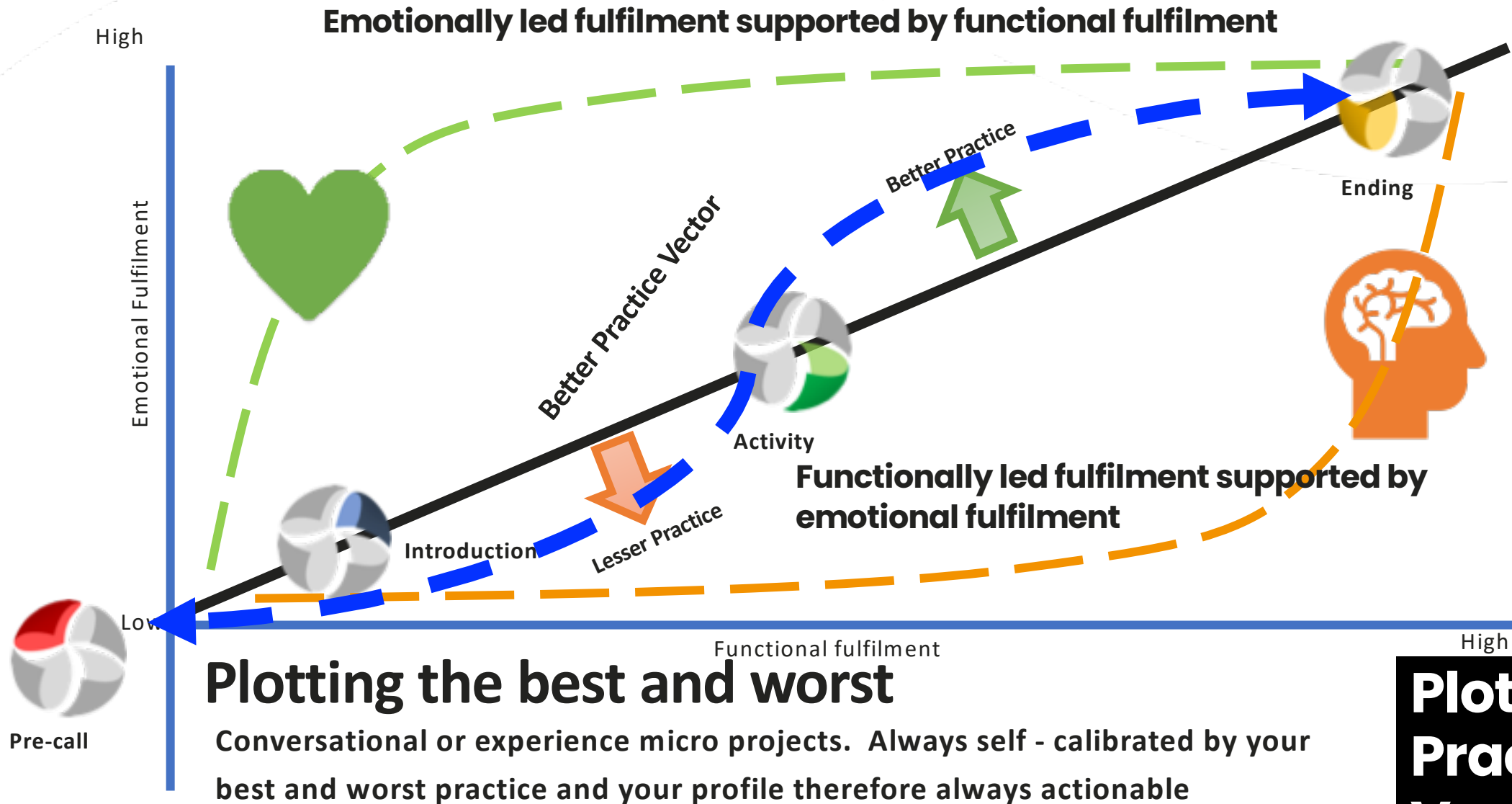
Exchange	Second hand	-3	-1
Exchange	Lifetime value of product	3	2

Sign

Sign	Seitching	3	1
Sign	colour	3	2
Sign	finish	3	2
Sign	aspiration	3	3
Sign	Noise	0	0
Sign	Smell	0	0
Sign	Texture	3	2
Sign	Taste	0	0
Sign	Experience	3	3



Next a CJM Emotional Fulfilment Arc



Step
6

Plotting the best and worst

Conversational or experience micro projects. Always self - calibrated by your best and worst practice and your profile therefore always actionable

**Plotted Best
Practice
Vector**

Outcome

Best Practice – Identified what best and worst emotional experiences sounded like so they can be used to help calibrate and improve best practice

Actionable Insights & Improvements – Identified some emotional road block points in the conversation that could be improved emotionally and provided some tactics to test

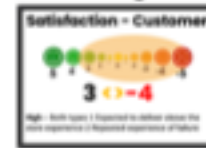
Compared Channels – Measured emotion, complexity of journey and effort for agents and customers against in-store experience and social media

Next steps – Provided training briefing so the team could start a project

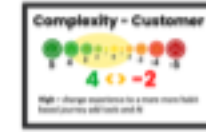
7 **Delivered Report**

4 key focus areas to deliver quick high value improvements

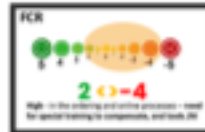
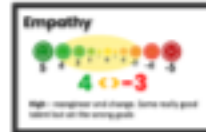
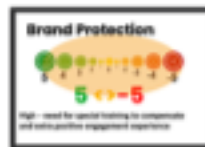
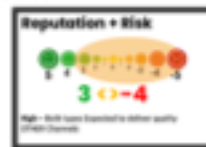
Emotion - Feelings



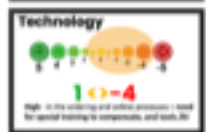
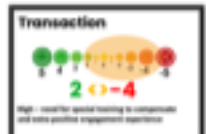
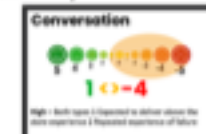
Emotion - Mechanical



Metrics



Efficiency



Feedback

Waitrose have worked in partnership for over 5 years with SITEL and has that relationship grown dramatically

Waitrose have focused on customer effort with CEB as part of their approach to maintaining their global reputation for service and

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"We also found how we can help improve the way advisors interpret customer emotion and behaviour

...and how systems, knowledge and monotony of reoccurring issues can drive attrition, negative language in conversations and lack of motivation to surpass customer expectations on occasions.

....the E-Score EST (Emotional Support Team) were helpful and friendly and when we explained about the drive to reduce effort they quickly focused on emotions that we could action quickly

It was easy to understand for all the stakeholders. The audit gave us a lot of things we could use straight away and Waitrose also said it provided quick reliable actionable insight

we are so pleased we are already looking at expanding the programme into other clients"

One Night in Paris

With thanks to everyone at Waitrose
and Sítel for all their help
Morris Pentel



emotion-score



JOB DONE!



e-score is the connection between the way we think and the way we process data

Digital / **D**ata



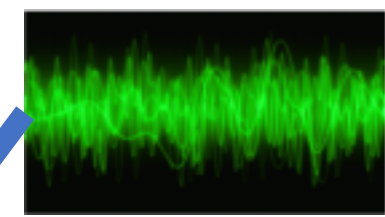
Models



Words



Conversations



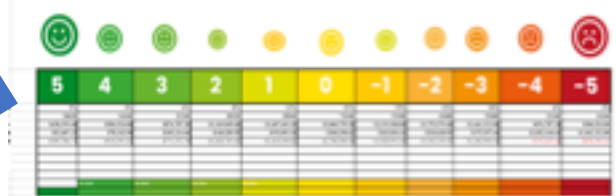
Videos / **P**ictures



Methods



Numbers



E-score™ Sensors create a single view of any form of interaction data – any method to convert physical things, emotional states, conversations sentiments feelings, actions, objects, VOC Digital activity, words, numbers, pictures, financial etc. into actionable emotional scores and then connect those sensors together (e-scores for short)



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E-score is from the [Customer Experience Foundation](#) CXFO.ORG Innovation Lab