

# E-score

## Call listening and fixing for Contact Centres

**We listen to conversations  
identify problems you can fix to save money and improve revenue  
and then help you to fix them**  
.....so you can measure each change

You can start to change the conversation today

**Emotions Experts + AI tools making the difference**



**emotion-score**

**We use behavioural  
science to change  
your conversations  
and improve your  
ROI**

# Why are we different

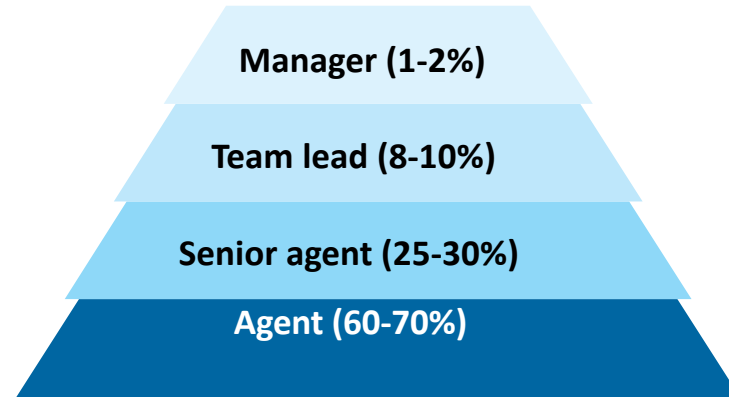
- ✓ We listen for emotional signals
- ✓ We identify problems that have a real impact on ROI and we use conversational analysis behaviour, psychology and AI
- ✓ We convert the experience into an emotional model
- ✓ We identify best and worst practice
- ✓ We design improvements based on behaviour, habits etc. in positive experiences
- ✓ Then we help you deliver them using modified LEAN

We help you  
have  
***scientifically***  
**better**  
**conversations**  
**that impact**  
**real ROI's**  
**that**  
**continuously**  
**improve**

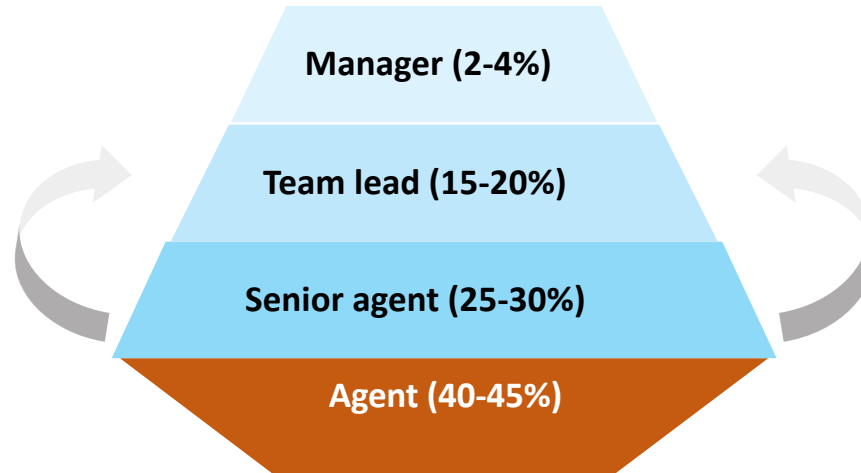
# Changing Expectation – current 3 year contact centre trend

## Evolving CXM delivery pyramid

**Present**



**Long-term**



- Demand for agents at the bottom of the pyramid is shrinking
- Shift from arbitrage-first to digital-first
- Agents will handle complex, judgment-intensive tasks

Source Everest Consulting



A rustic wooden suspension bridge with a lattice of bamboo or metal poles and ropes, spanning a dark river. The bridge is made of weathered wooden planks, some of which are missing or uneven. The background is a dense, lush green forest covering a hillside. The sky is overcast.

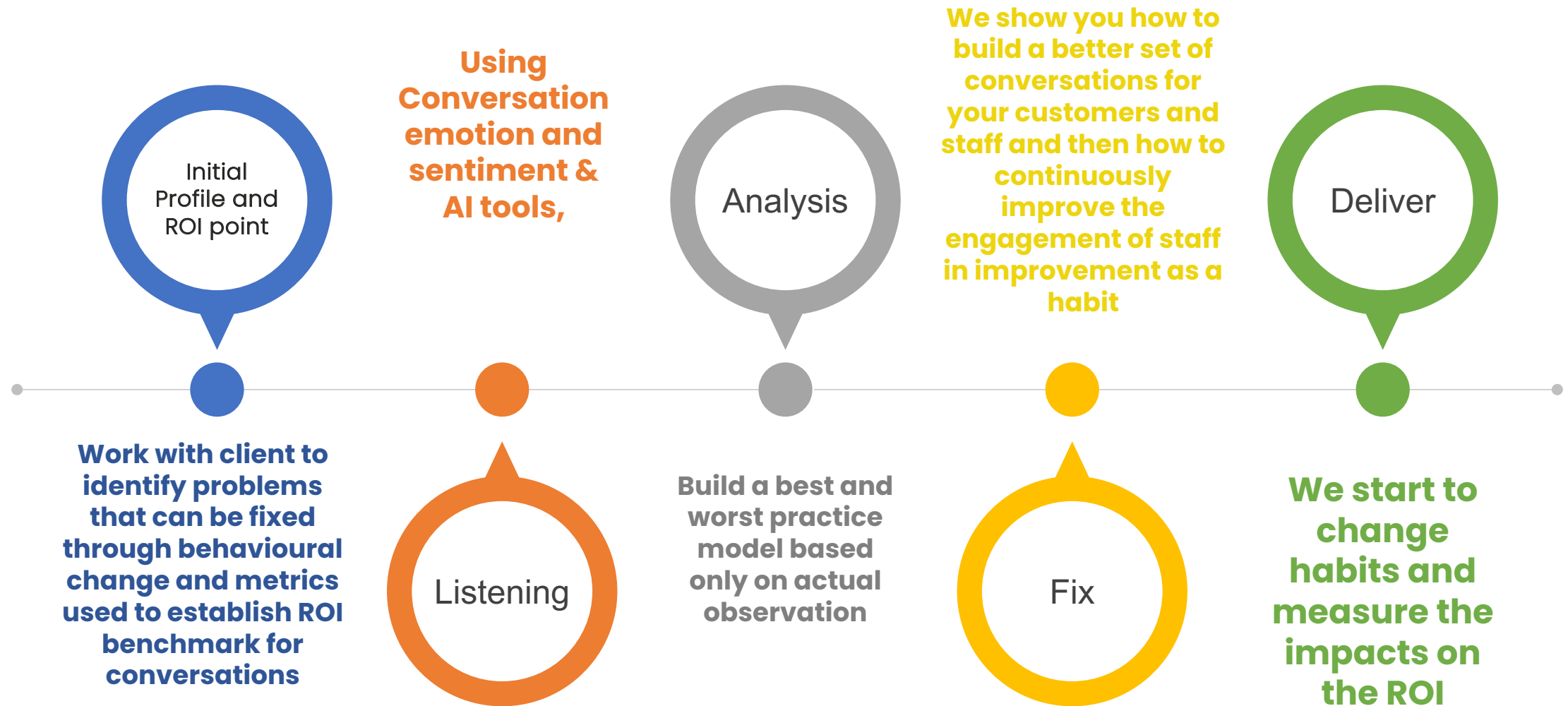
**Sometimes...the digital  
experience is less than  
perfect**

more like a broken road and  
then the agent helps the  
customer across the bridge  
across the pot holes at the  
*phygital* interface

This requires a **different** skill  
set and approach to  
conversation to help a  
customer get through this  
experience



# Contact Centre Call Listening and Fixing Service



# Standard Process

## Phone Audit and Fix

1. Build initial emotional profile of experience or CJM
2. **Install e-score ROI metrics**
3. Listens to calls and pre – post activity
4. Refine and score data using experts and AI
5. Team review
6. Refine and score model & data (2)
7. Develop output/ action plan
1. Improvement against metrics
2. Best and worst practice Model
3. Recommended Priorities
4. Channel Comparison
5. Quick wins
6. Maturity Score
7. Key Metrics
8. Project recommendation and plan
9. Distribute to stakeholders and support
8. Build Best and Worst practice loop & habit programme with trainers and QA
9. Test and roll out
10. **ROI Delivered** (measured through agreed metrics)
11. **Start again!**



# How does it work?

**Case Study:** Using Conversation based Emotion Analysis + Emotional Channel Modelling.

Rapidly setting up a EQA Test point and finding quick wins

***“.....this helped so we can create the in store experience over the phone”***

We listen  
for a large  
range of  
indicators

# Step 1

**Why calls?** We can use any data but calls are easier to start with as a first step. They are quick to fix cost effectively. Having better conversations = better outcomes and you can measure the ROI

**We want to get a sense of the experience for both customers and agents** – In voice you can hear both sides of the experiences so you can score Customer and Agent experience together and compare them!

The quickest source for the test was agents in the voice channel although the process is the same in all channels. We set up a sensor\* but we only used conversation tools and some basic AI. We listened to calls using our e-score processes.





# Both Sides of the conversation

➤ In every thought you can hear the emotions ➤

*How do I feel?*

*I can't see you*

*Can I trust you?*

*This is not the beginning of this story and you are not the story*

*My wait was not nice*

*Turn Customer into co-operator - meet emotional need first by meeting brand expectation*

*How well do my systems work and how do I protect the brand*

Are you solving my problem

1

*LATE LATE Time is passing*

Do you care

2

How do I feel

3

*I want to tell you my priority Where is he*

*I want to tell you my outcome*

*My Brand relationship is at stake*

**Customer**

*I want to say how I feel*

*I want to feel better*

**Agent**

*DPA containing 3 + bits of info = Effort and emotional change*

1

How much effort

2

How much satisfaction

3

How can I help

*Create new opening behaviour*

*Process related Info such as order numbers and reference numbers*

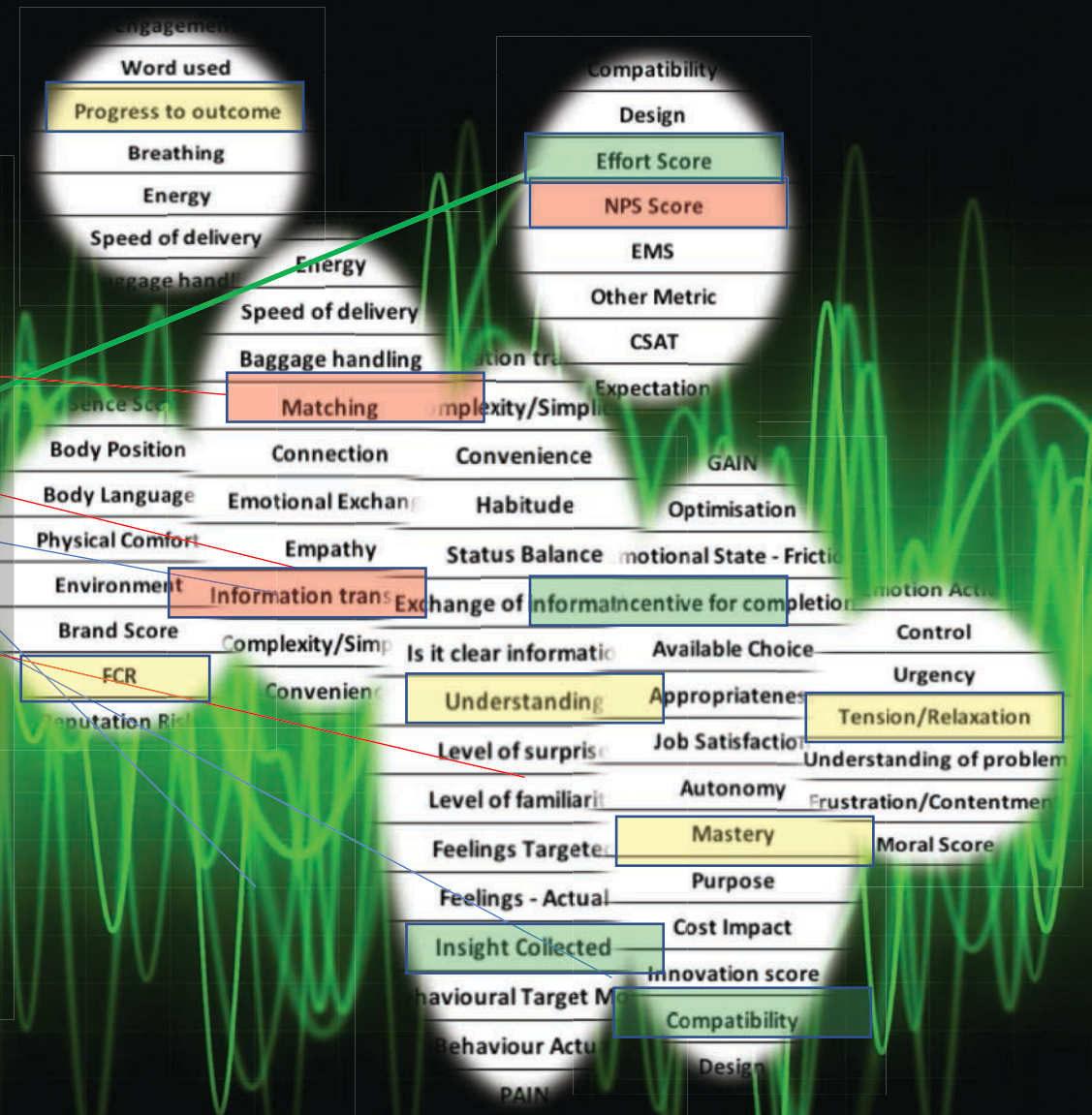
## Step 2 Slow down

We started 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 identifying best and worst practice so you can start to drive improvement

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



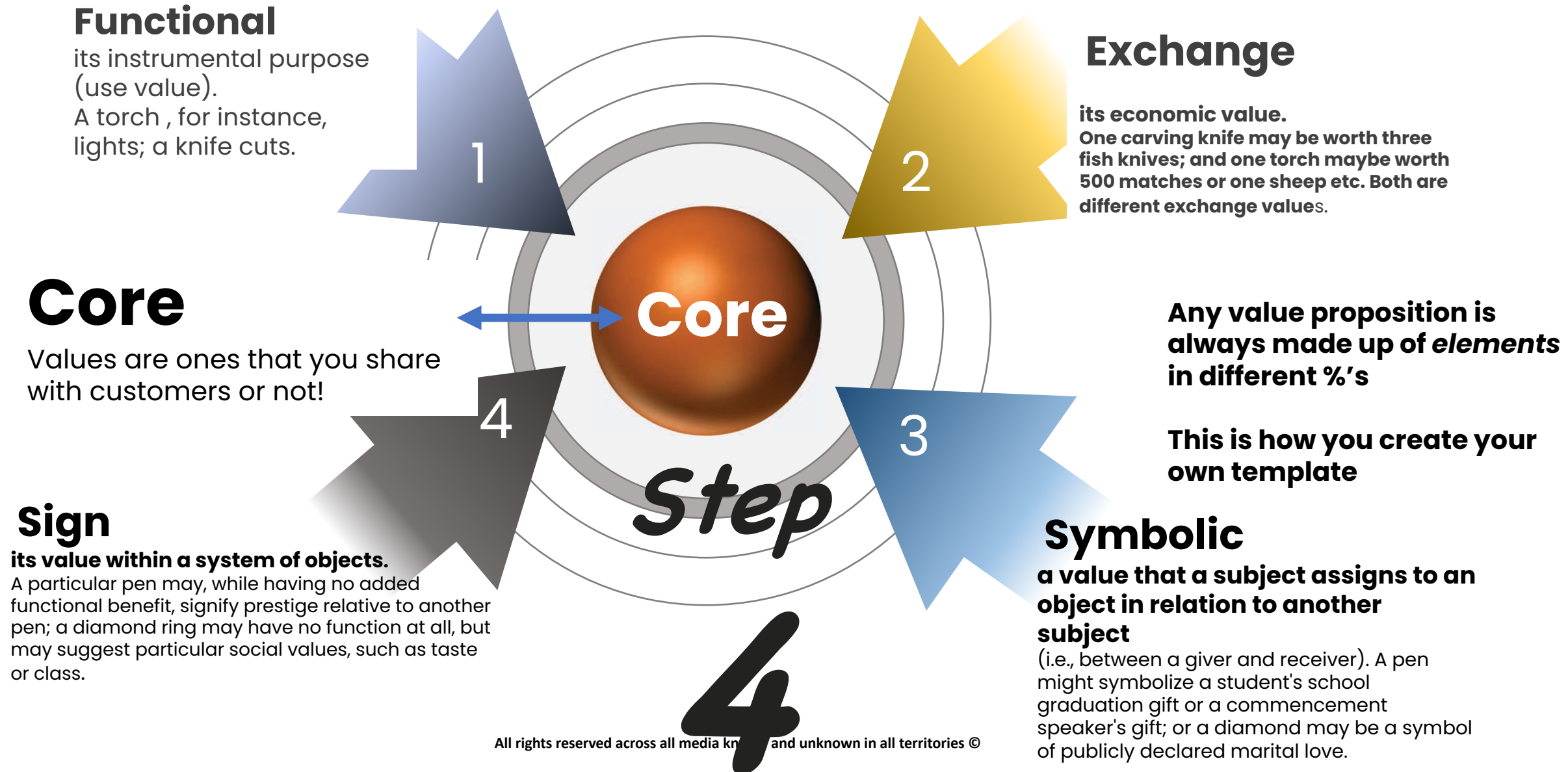


# AI

## We apply some AI tools to help identify patterns in conversations



# Build a value matrix – this contains experience within an e-score model



# Step

# 5

Created an Emotional DNA Profile Algorithm unique to the client

Functional		Score	Load
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

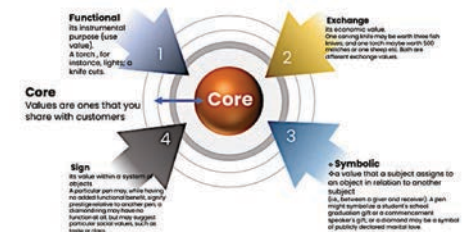
Core	Shares my values	2	-2
Core	Data Trust	4	-4
Core	CSR	2	-4
Core	Equality	2	-4
Core	Social Policies	2	-4
Core	Social Policies	2	-4
Core	Exploitation	2	-4
Core	Tax	2	-4
Core	Supply Chain	2	-4

## Exchange

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

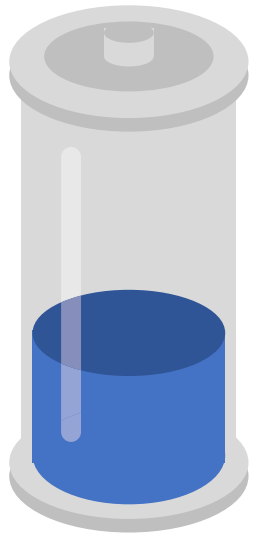
## Sign

Sign	Stitching	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



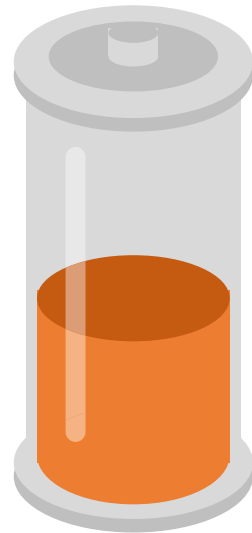
# Constant fluctuations triggered by internal and external factors in phone calls

Functional



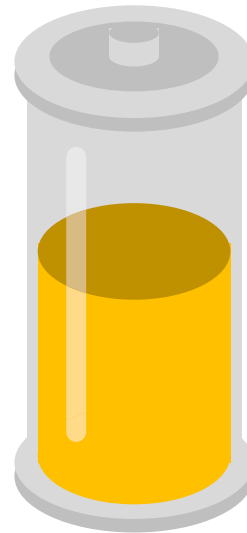
How is this working  
for me?

Exchange



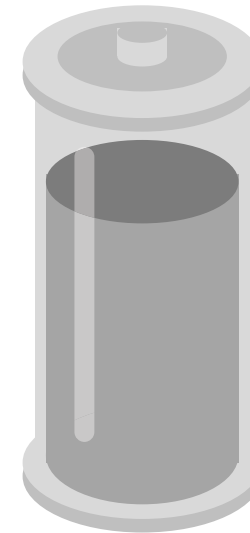
Is this a good use  
of my time?  
My expectation of  
time

Symbolic



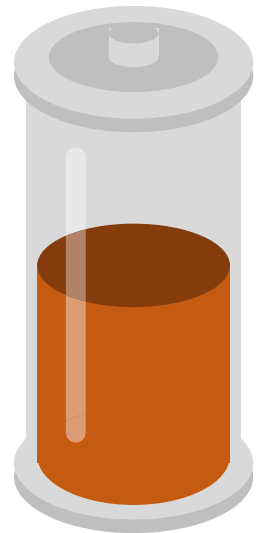
Why is this  
moment important  
to me?

Sign



How does the  
attention to detail  
rate?

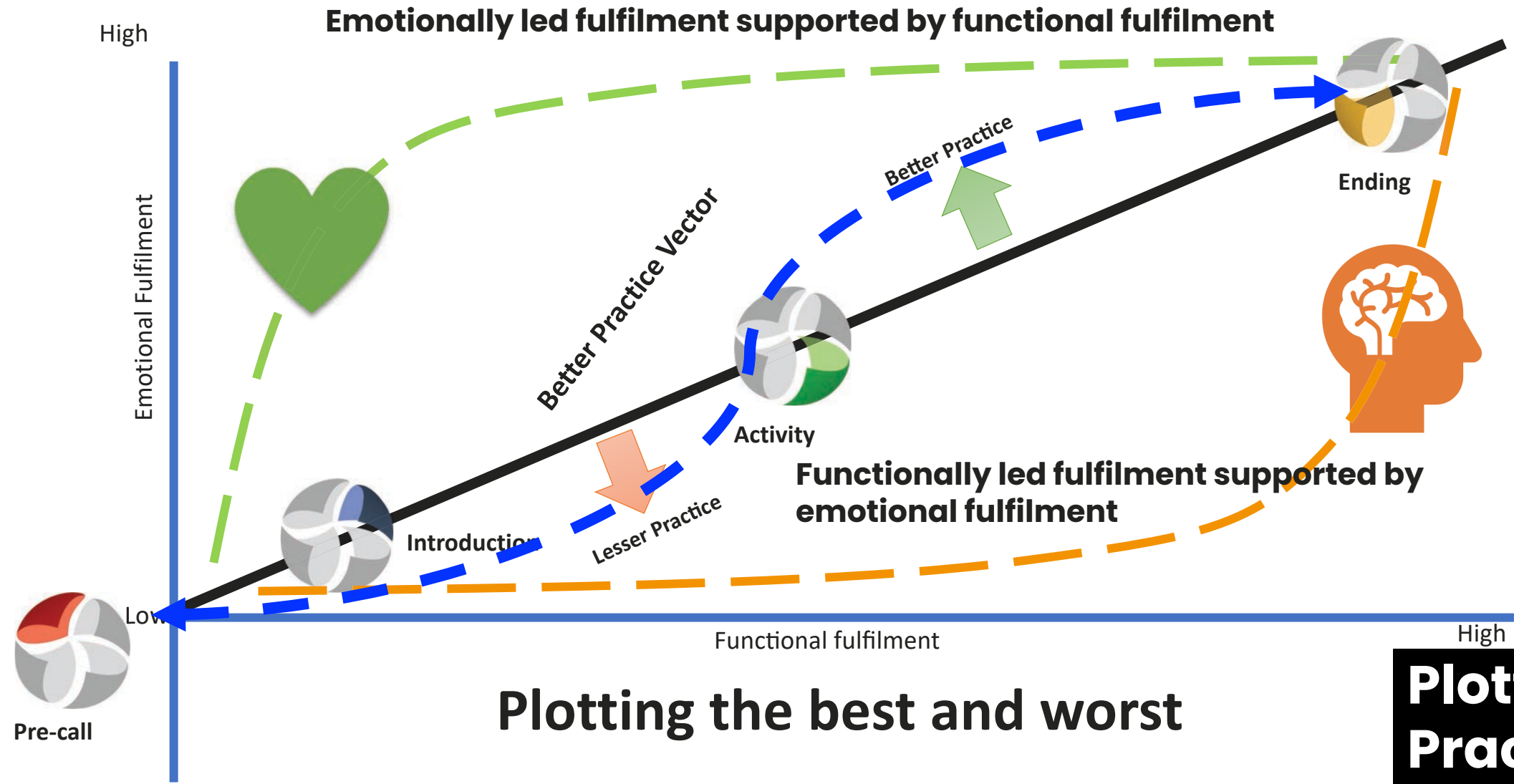
Core



Is this fair? are  
they good people?  
do they really  
care?



# Emotional Fulfilment Arc



Step  
6

Plotting the best and worst

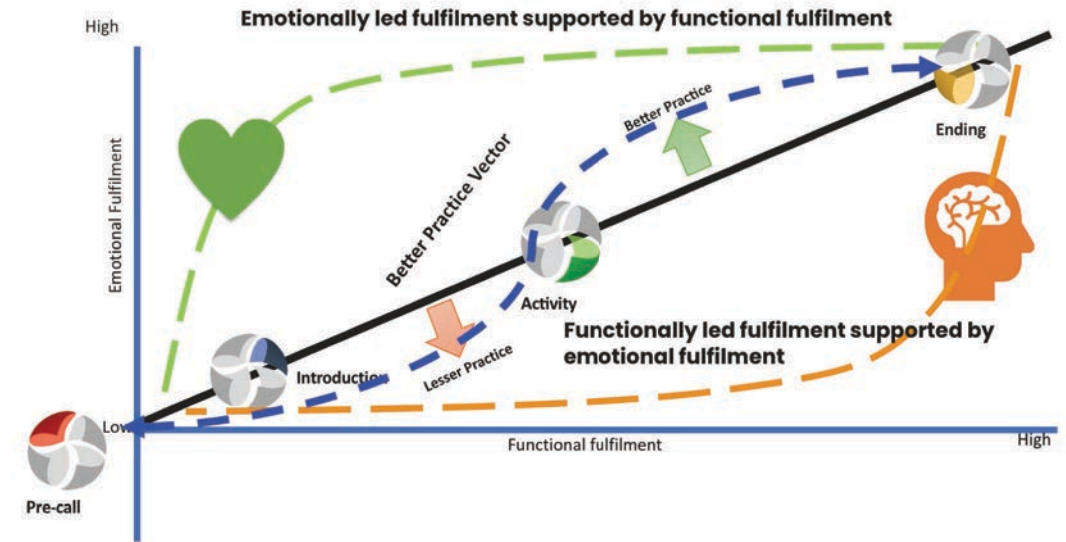
Plotted Best  
Practice  
Vector

# Best and Worst Training tools

## Best and Worst focus is the core of most continuous improvement methodologies

We use it to create training tools so a continuously improving understanding becomes part of the daily habits of each member of staff

We help improve outcomes for both customers and agents by designing better conversations. Then we help you to integrate improvements into agents daily lives and measure the improvements.



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

# Outcome for Waitrose

**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 effort road block and other 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

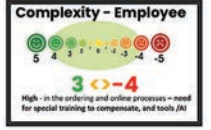
**Next steps** – Provided support so the team could start a project to behaviour change

## 4 key focus areas to deliver quick high value improvements

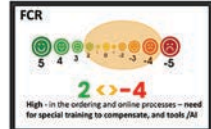
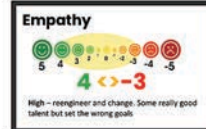
### Emotion – Feelings



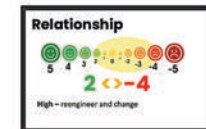
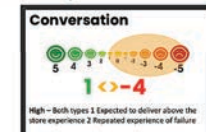
### Emotion – Mechanical



### Metrics



### Efficiency



# Delivered Report





# Feedback

from both Clients

**It started to have an impact in days of rollout!**

**this helped so we can create the in store experience over the phone**

emotion-score

**“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) are helpful and friendly and when we explained about the drive to reduce effort they quickly focused on emotions that we could action quickly**

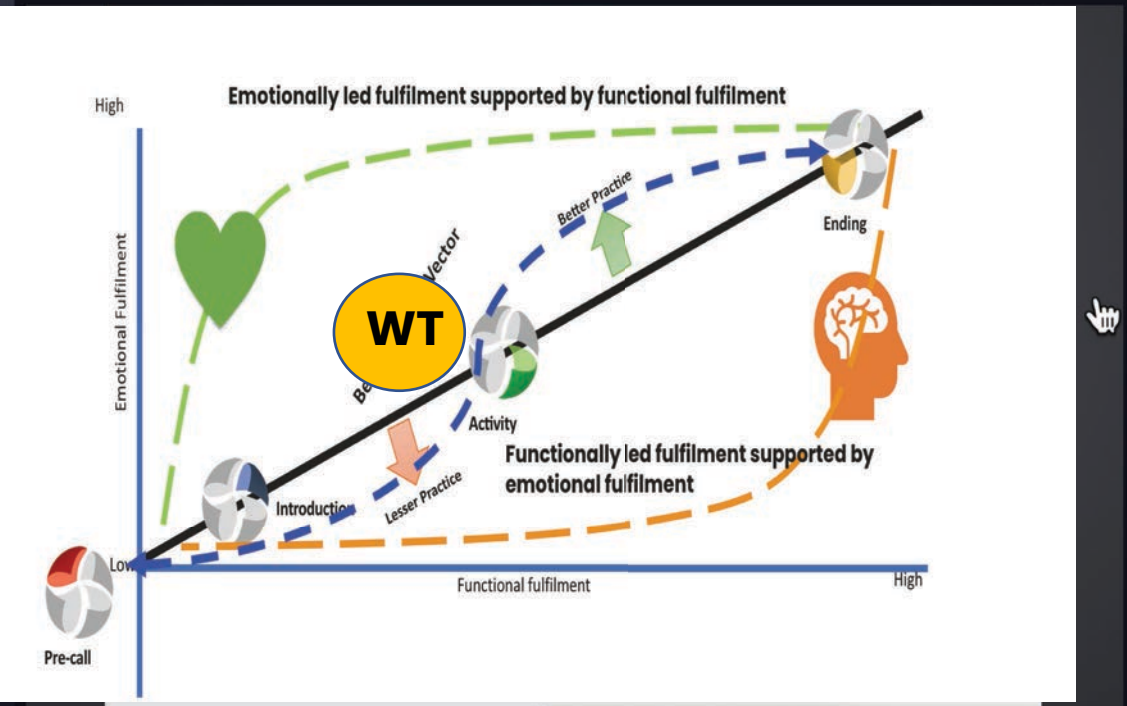
**Sitel also said: It was a great success. Easy to understand for all the stakeholders. The audit gave us a lot of things we could use straight away. We are so pleased we are already looking at expanding the programme into other clients”**

**Waitrose also said it provided quick reliable actionable insight.**

This call Help BOT App control My team Search

Care outcomes by guiding the customer...

Greeting Goal Attachments (0) Edit



### 4 key focus areas to deliver quick high value improvements

Emotion - Feelings		Emotion - Mechanical	
<b>Satisfaction - Customer</b> 3 <-> 4 High - Both types 3 expected to deliver above the norm experience 2 Required experience of value	<b>Satisfaction - Employee</b> 2 <-> 5 High - need for special training to compensate and extraordinary engagement experience	<b>Effort - Customer</b> 3 <-> 2 High - in the ordering and online experience the customer from the Contact Center can be used to deliver value	<b>Effort - Employee</b> 0 <-> 5 High - in the ordering and online experience the customer from the Contact Center can be used to deliver value
<b>Frustration - Customer</b> 2 <-> 4 High - change experience to a more value based experience and build trust	<b>Frustration - Employee</b> 3 <-> 4 High - in the ordering and online experience the customer from the Contact Center can be used to deliver value	<b>Complexity - Customer</b> 4 <-> 2 High - change experience to a more value based experience and build trust	<b>Complexity - Employee</b> 3 <-> 4 High - in the ordering and online experience the customer from the Contact Center can be used to deliver value
Metrics		Efficiency	
<b>Reputation + Risk</b> 3 <-> 4 High - Both types 3 expected to deliver quality and risk	<b>Brand Protection</b> 5 <-> 5 High - need for special training to compensate and extraordinary engagement experience	<b>Conversation</b> 1 <-> 4 High - Both types 3 expected to deliver above the norm experience 2 Required experience of value	<b>Transaction</b> 2 <-> 4 High - need for special training to compensate and extraordinary engagement experience
<b>Empathy</b> 4 <-> 3 High - in the ordering and online experience the customer from the Contact Center can be used to deliver value	<b>FCR</b> 2 <-> 4 High - in the ordering and online experience the customer from the Contact Center can be used to deliver value	<b>Relationship</b> 2 <-> 4 High - in the ordering and online experience the customer from the Contact Center can be used to deliver value	<b>Technology</b> 1 <-> 4 High - in the ordering and online experience the customer from the Contact Center can be used to deliver value

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

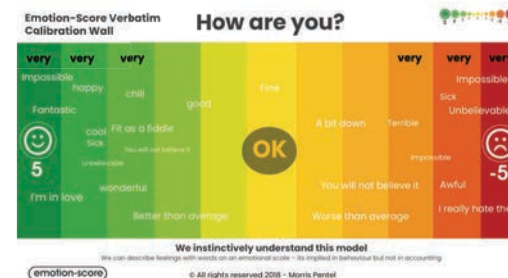
## Digital / Data



## Models



## Words



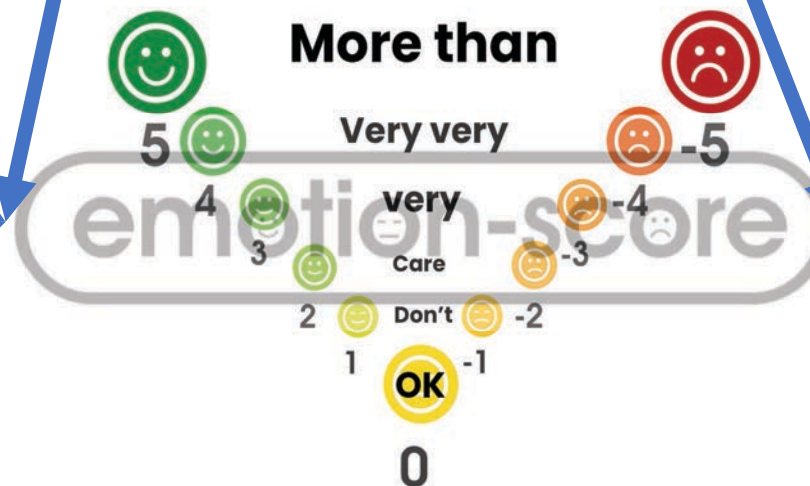
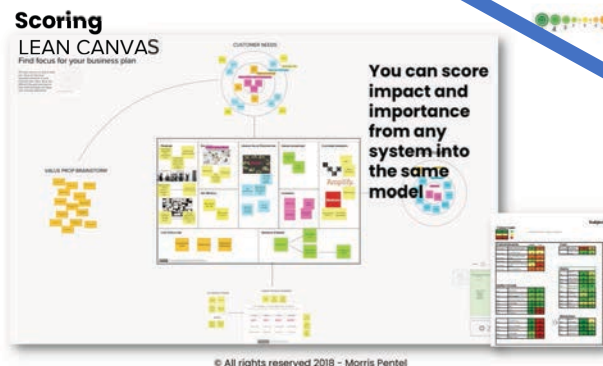
## Conversations



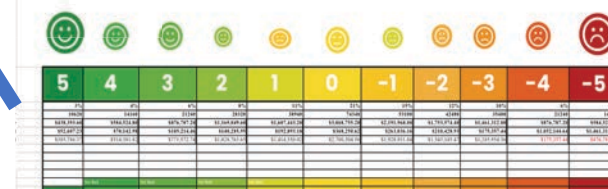
## Videos / Pictures



## Methods



## Numbers



**E-score™** team can quickly 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)





The next step in Customer Experience

# Helping you manage Emotion

The next generation of tools and services in business improvement and customer experience

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



Call us on +44207 993 8893

Email: [info@cxfo.org](mailto:info@cxfo.org)

Visit <https://www.cxfo.org/e-score>

Are you willing to start changing the conversation today