

Waitrose

Customer Emotion Audit

Case Study on using Conversation based
Emotion Analysis + Emotional Channel
Modelling.

Rapidly setting up a EQA Test point and
finding quick wins

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 Sensor post and started listening some calls



Step 1

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.**



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

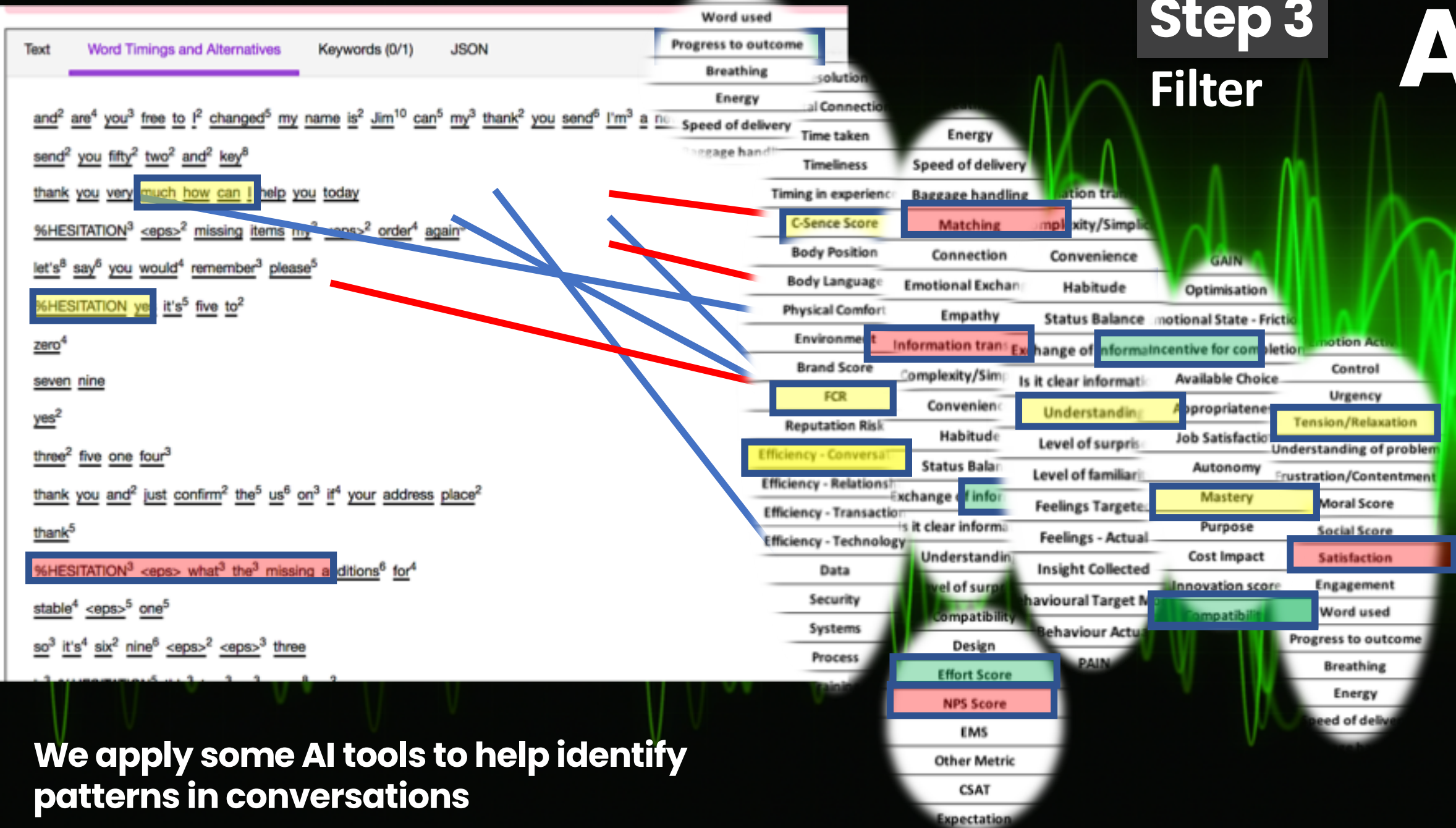
Then we focus in more details until we are able to identify the actionable insights with the biggest impact at the micro level



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

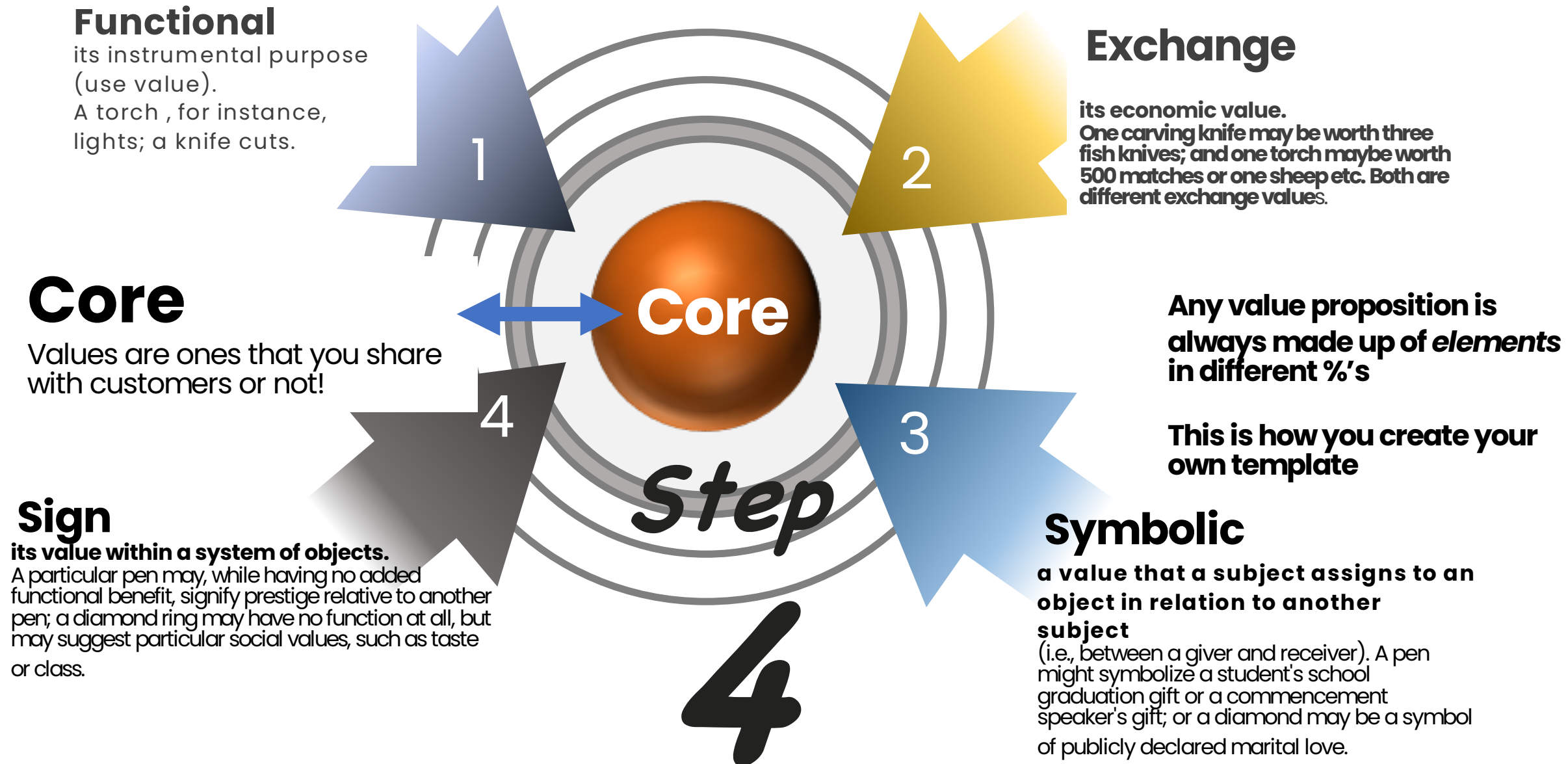
Step 3 Filter

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	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

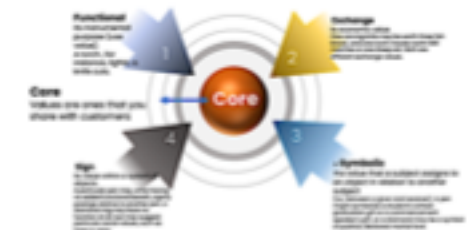
Core	Shares my values	2	-2
Core	Data Trust	4	-4
Core	CSR	2	-4
Core	Equality	2	-4
Core	Social Policies	2	-4
Core	Social Policies	2	-4
Core	Exploitation	2	-4
Core	Tax	2	-4
Core	Supply Chain	2	-4

Exchange

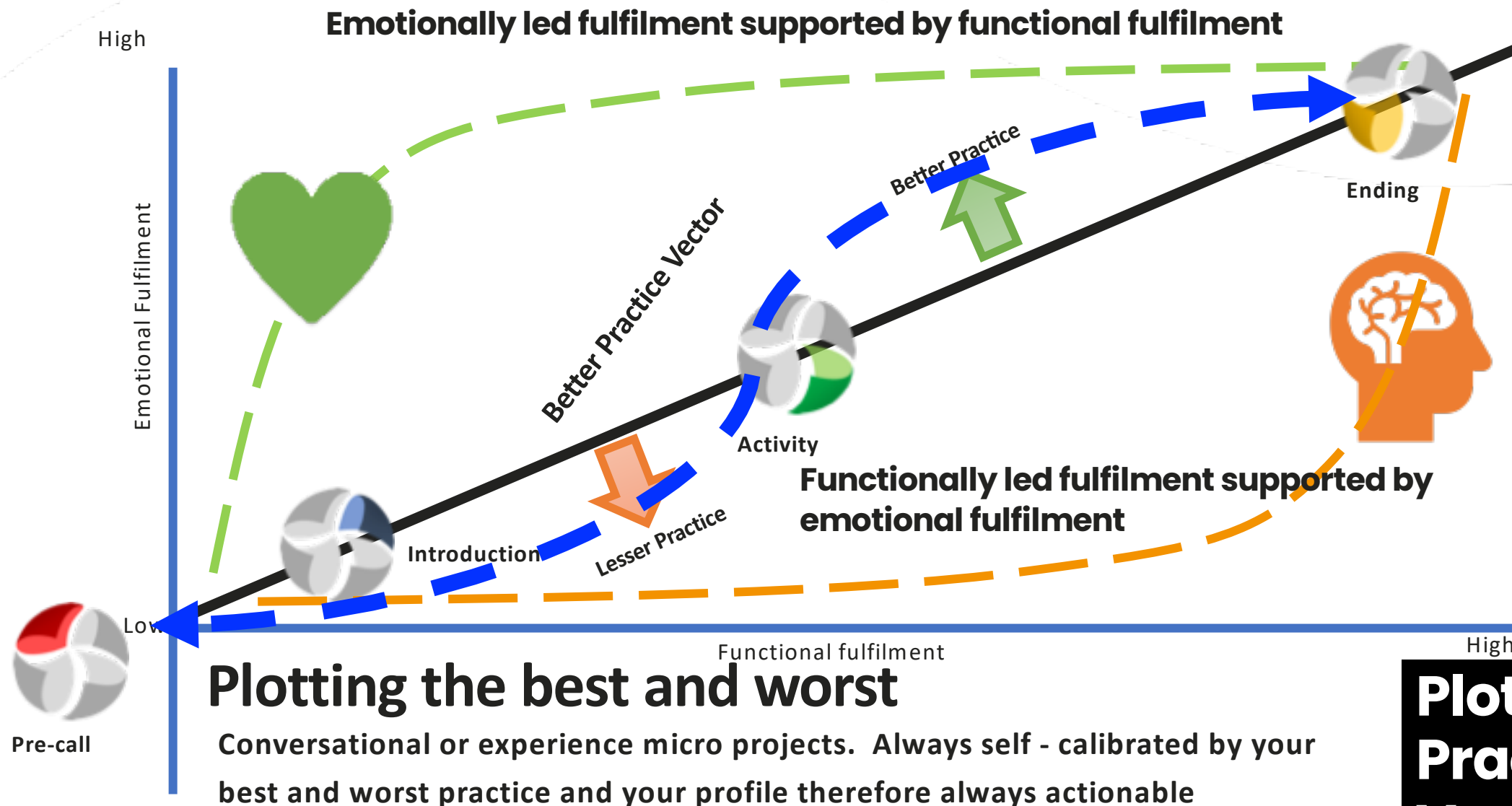
Exchange	Second hand	-3	-1
Exchange	Lifetime value of product	3	2

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

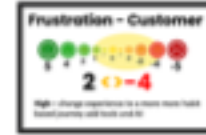
Actionable Insights & Improvements – Identified some emotional effort road block and other points in the conversation that could be improved emotionally and provided some tactics to test

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

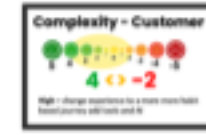
Next steps – Provided training briefing so the team could start a project

4 key focus areas to deliver quick high value improvements

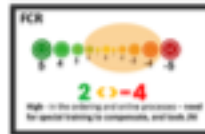
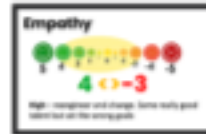
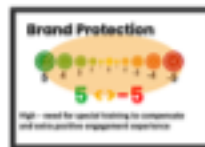
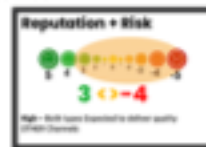
Emotion - Feelings



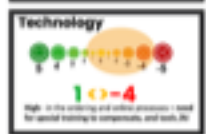
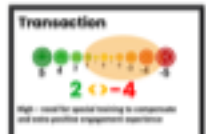
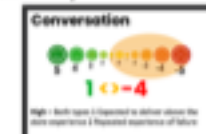
Emotion - Mechanical



Metrics



Efficiency



7

Delivered Report



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




JOB DONE!



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

Digital / **D**ata



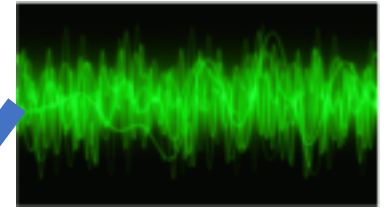
Models



Words



Conversations



Videos / **P**ictures



Methods



Numbers



E-score™ 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)



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emotion-score

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An Integrated Services Group at the Heart of the Client Experience

sitel Group combines comprehensive customer care capabilities with unparalleled digital, training and technology expertise to help build brand loyalty and improve customer satisfaction. We partner with our clients to effectively harness our industry's explosive digital transformation to ensure an innovative, end-to-end solution to managing and enhancing the customer experience.

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Waitrose

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Rated one of the worlds leaders in Grocery for Customer and Partner Experience in the world food retail sector with a constant focus on improving customer experience consistently winning awards



emotion-score

The next step in Customer Experience

Managing 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