Predictive Behavioural Analytics

Innovating Customer & Employee Experience

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Agenda

Who we are

Challenges

Predictive Behavioural Analytics

Use Cases

ROI

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Innovation driven by Experience

A wealth of experience

Our team has guided 500+ enterprise analytics, CX and EX implementations for blue-chip companies. These projects allowed us to zero in on challenges and solve them whilst delivering ROI.

Leaders in disruption

This experience highlighted the limitations of existing solutions to meet the challenges companies face today. In response to this we've created a completely disruptive model: Predictive Behavioral Analytics.

A spirit of collaboration

We focus on delivering solutions that intuitively make sense. They deliver ROI and allow you to get insights and take action within the systems that you already use. We collaborate, not compete.

Defining Challenges

Companies are increasingly dependent upon Customer Lifetime Value and more productive, loyal employees.

Customers & Employees are demanding to be treated empathetically and in a hyper-personalized manner.

The challenge of executing this in a digital and hybrid working world have led to significant and costly problems through not maintaining empathetic relationships with employees and customers.

The limit of solutions today is that they don't predict behavior, they seek to create an experience only in the moment of interaction.

41%
Average Contact Center attrition costing $18bn a year

11
The average number of unplanned absences per team member

66%
Of interactions with Bots received a 1 out of 5 rating

97%
Of customers say that being treated empathetically is their biggest driver of loyaty
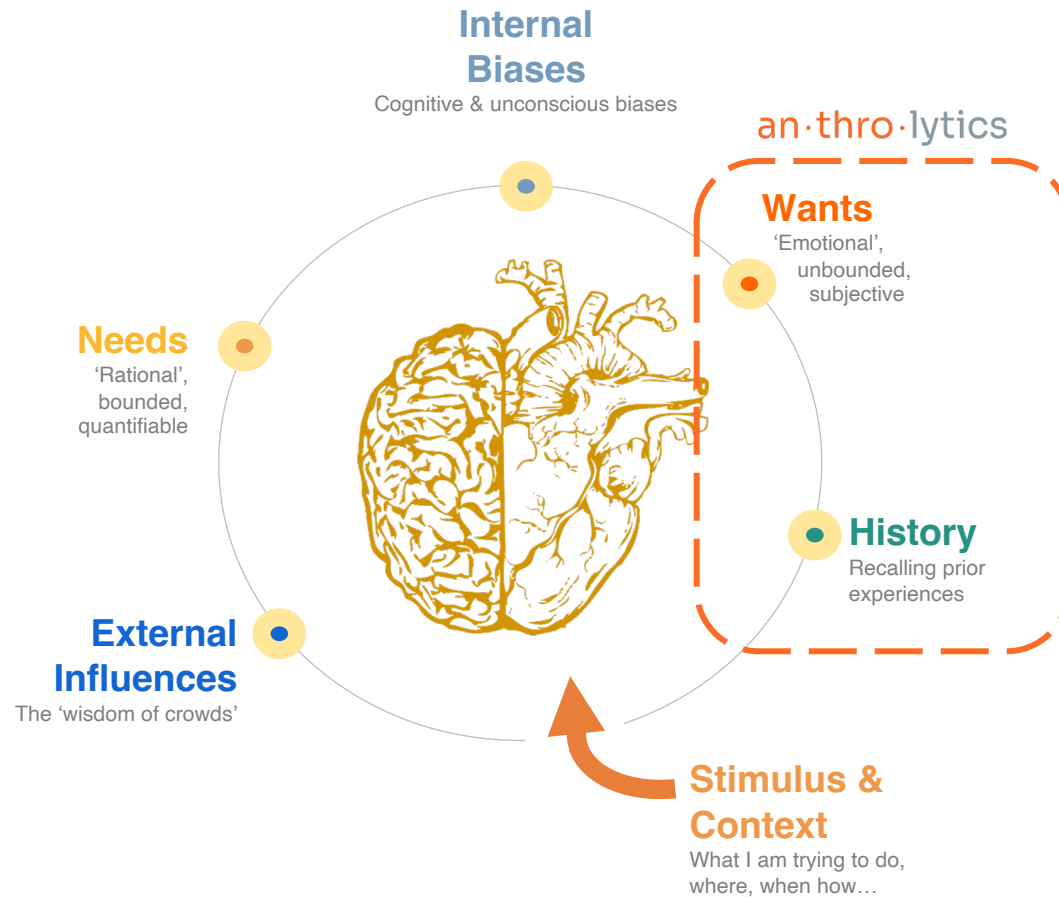
Why Predictive Behavioral Analytics?

Q. A top three bank in the US with 66m customers asked us: 'If we do something our customers don't like, how likely are they to leave?'

A. The answer was: It depends on how they feel about you.
There were no solutions which were able to predict how your customers or employees feel about you every day based on the cumulative impact of experiences they've had with you.
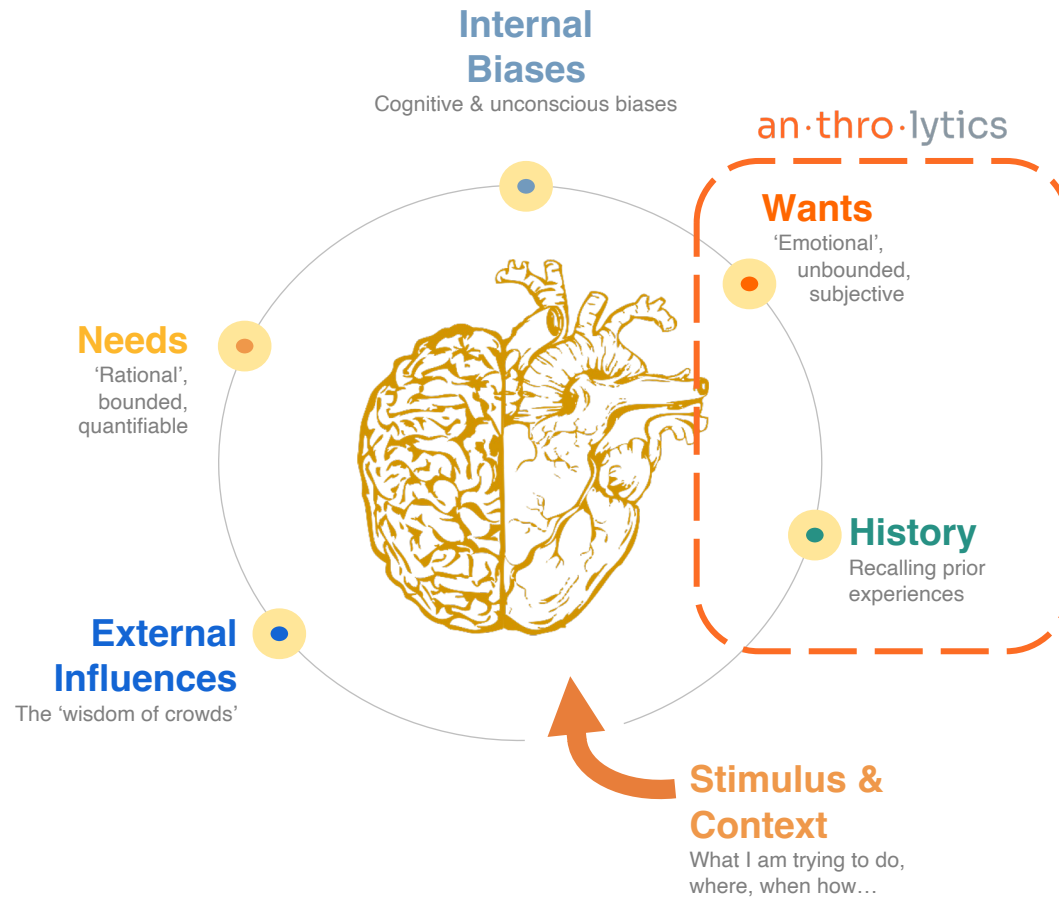
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Emotions are primary in 95% of decisions

Internal Biases
Cognitive & unconscious biases

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Wants
'Emotional', unbounded, subjective

Needs
'Rational', bounded, quantifiable

History
Recalling prior experiences

External Influences
The 'wisdom of crowds'

Stimulus & Context
What I am trying to do, where, when how…

Anthrolytics' model of decision-making accounts for both the rational and emotional elements of a likely behavioural outcome. This allows the platform to create cohorts of individuals who are likely to exhibit similar behaviours.

This allows managers to understand the state and next likely behaviour of every employee every day – remote or in the center.
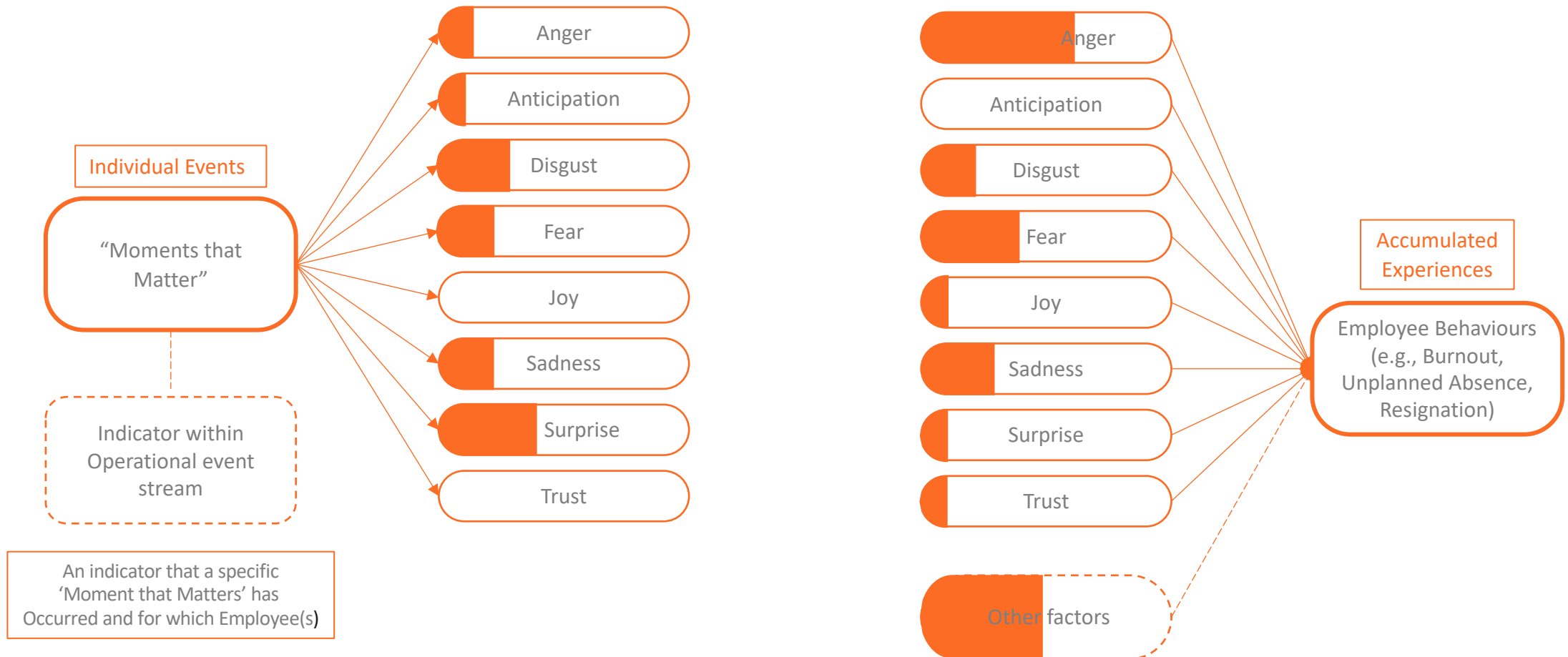
Behavioural + Data Science

Internal Biases
Cognitive & unconscious biases

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The 'wisdom of crowds'

Stimulus & Context
What I am trying to do, where, when how…

- Is predictive – probabilistic next decision / action
- From individual interactions to lifetimes
- Extrapolates from sample groups to a whole base
- Rescores all customers and employees based upon the cumulative impact of events experienced
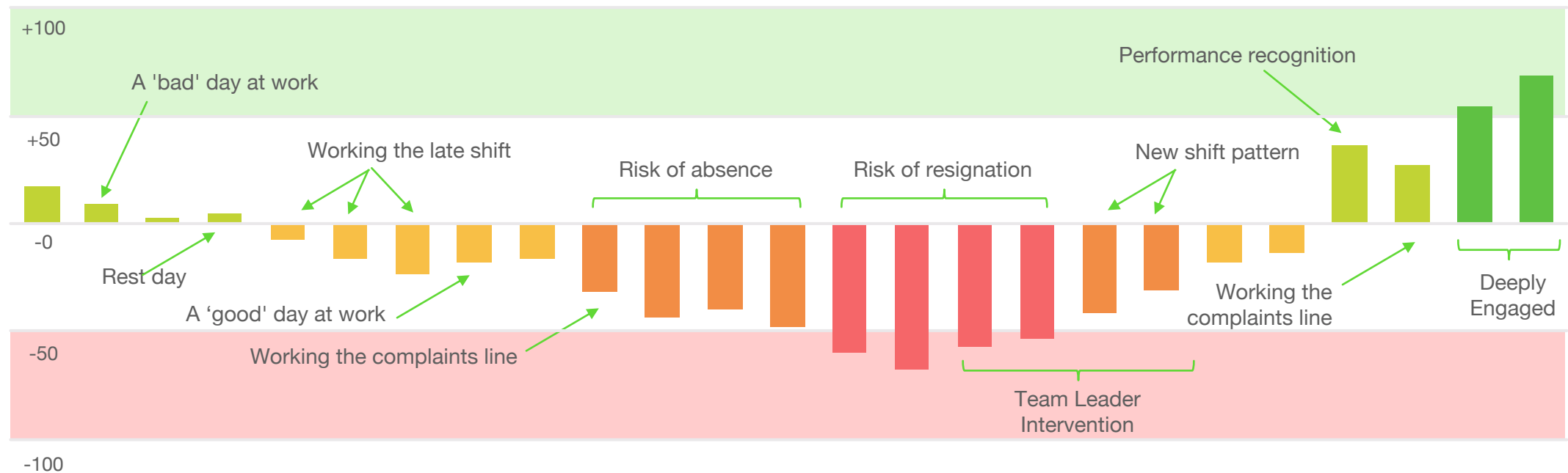
Linking Experiences to Outcomes

Behaviour is the outcome of cumulative experiences

Individual Events

"Moments that Matter"

Indicator within Operational event stream

An indicator that a specific 'Moment that Matters' has Occurred and for which Employee(s)

Anger
Anticipation
Disgust
Fear
Joy
Sadness
Surprise
Trust

Anger
Anticipation
Disgust
Fear
Joy
Sadness
Surprise
Trust

Other factors

Accumulated Experiences

Employee Behaviours (e.g., Burnout, Unplanned Absence, Resignation)

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Our disposition determines a lot about our behaviour

Employee Disposition

How do we solve it?

AI analysis of which experiences matter to people and what emotions they create.

Creation of emotional profiles that are linked to behavioral outcomes.

Identification of the data which indicates the Moments that Matter and that needs to be sent to the platform each day.
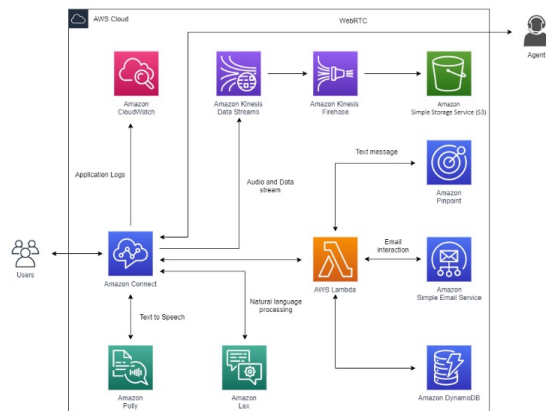
PropensityLens

The platform transforms that data into an emotional profile, next likely behavior and next best action for every person, every day.

The transformed data is either sent to your systems of record or can be presented in custom dashboards.

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# Use Case: Predicting Employee Engagement

Predicting Engagement, Burnout & Attrition

Using data from Connect to predict:

- Emotional Profile
- Next likely behaviour – next 30, 60, 90 days
  - Resignations Unplanned Absence
  - Burnout
  - Employee Engagement
- Reasons for behaviour
- Next best action

Example data sets:
- Contact Records
- Contact Lens Output Files
- Agent Event Streams
- Other third-party integrations

Use Case: Predicting Employee Engagement

PropensityLens
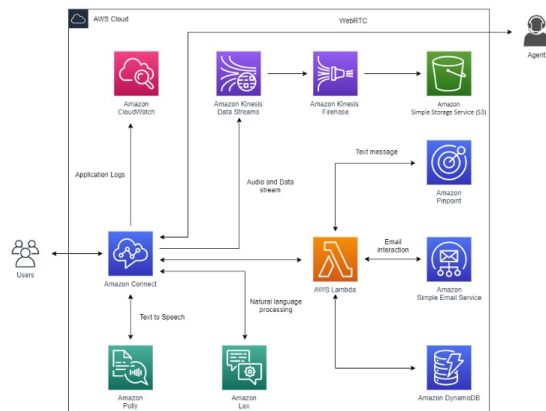
Customer Experience

Using data Connect & CRM's

- Emotional Profile
- Next likely behavior
    - Upsell potential
    - Downsell potential
    - Churn potential
- Integrate to bots/routing to maximise sales and CX.

Example data sets:
- Connect Customer Profiles
- Integrated CRM applications
- Contact Flow

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What it is, and what it's not

PropensityLens

A predictive analytics platform which uses operational data to predict an emotional profile and next likely behavior for every person, every day.

Anthrolytics uses data from your existing platforms to create a history of Moments that Matter and what the cumulative impact of those experiences will be.

Our platform has been designed to simply ingest data, transform it and return it to your systems of record and engagement so that acting on the predictions is simpler.

A survey platform. Surveys provide incomplete data, typically less than 5% of customers or employees, represents a single interaction.

We're not a speech or text analytics solution, however we can use data from these platforms as valuable meta data in our predictions.

We're not a solution which requires you to have additional logins and use proprietary dashboards. We want to collaborate and add value, not compete.

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What's the ROI?

Telco

Emerging market telco with 4m customers. Challenge was to gain market share through outbound campaigns – SMS & contact center.

- 200% increase in revenue sold per agent
- 79% increase in Average Revenue Per User

PropensityLens

Retail Banking

Top three bank with 66m customers. Traditional segmentation and campaigns did not deliver the required growth or churn mitigation.

- 18% increase in upsell vs previous campaigns
- 11% reduction in churn
- 12% increase in predictive capability of existing models

BPO

1,000 seat campaign with high attrition costing the business circa $10m per annum

- Predictions of resignations and unplanned absence
- 30% decrease in cost of attrition and unplanned absence
- 7% improvement in AHT & FCR

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Recap

There is a burning platform in the way which we treat customers and employees

95% of decisions have an emotional component

Behaviour is the outcome of the cumulative impact of experiences

Understanding this allows you to exponentially improve CX and employee engagement

Being able to predict behaviour and intervene proactively drives significant operational and financial gains