



Global telecommunications company

Using AI to understand relationships between employee engagement and customer loyalty

One of the major players in the cutthroat telecommunications industry had long been focused on optimizing its customers' and employees' experiences in order to remain competitive. Its Business Analytics team plays a key role by compiling and analyzing feedback from customers and employees and recommending steps to improve performance across the company.

The Challenge

The Business Analytics team recently undertook a new initiative: to find connections between employee and customer satisfaction. To be specific, are there drivers of employee satisfaction that have an impact on customer satisfaction as well? The Business Analytics team realized that identifying such connections, if indeed they exist, would enable them to prioritize initiatives that would be the most beneficial to both employees and customers.

Until this point, the team had relied upon rigorous statistical methodologies to analyze predominantly quantitative data. However, the team would need to focus on unstructured data, such as open-ended survey responses, in order to fully understand the key drivers of customer and employee satisfaction. Traditional statistical methodologies, while valuable, are not as effective or rapid at analyzing unstructured feedback.

The team was also determined to eliminate as much bias as possible from the analytical process. However, traditional approaches to processing text-based data rely extensively on keyword lists and ontologies created by a human analyst.

Situation

- Over 1.325 million anonymous comments from customers and employees
- 5 data sources
- Data collected over the course of one year

Goal

- Determine if a link exists between employee engagement and customer satisfaction, and if so, what factors influence both?

Solution

- The company chose Luminoso because its AI-based approach automated the process and made it less susceptible to bias.

Results

- Several links were found between employee and customer engagement.
- Employees desired more tools, resources, and training, and these comments were reflected in customer comments as well.

After vetting a number of different analytics companies, the telecommunications giant selected Luminoso to help them find connections between their employee and customer data.



Search

No selection (?)

Top concepts (?)

- helpful
- customer service
- knowledgeable
- Great customer service
- friendly

Drag here to save topics (?)

- Great customer service
- Issue was resolved
- Poor customer service
- Train employees better
- Reps pushy and trying to upsell
- Accessories not free as promised
- Issue not resolved
- Disconnected and no call back
- Feeling misled and lied to

X axis is not set
Y axis is not set

Having the data processed and displayed in this way made it much faster and easier for the Business Analytics team to uncover new insights and spot relationships between their employee and customer feedback.

Uncovering insights

One topic that quickly bubbled to the surface in employees' feedback was the desire for more tools, resources, and training in order to feel more confident when answering customers' questions. Critically, some employees were commenting about the different training programs administered to employees in retail stores compared to those in call centers. Luminoso's software quickly uncovered a relationship between these employee comments and feedback from customers about feeling as though employees in retail stores did not always have the same information as those in the call centers.



Employees

Although [company] offers exceptional benefits, **the lack of adequate training and coaching** make meeting the expectations sometimes difficult

Training and learning the plans and ways to overcome issues **takes a while to learn and they change constantly** which leads to errors

Employees do **not seem well-trained or knowledgeable**. And prices of products are steep in that comparison

[Company] should do a better job at **managing the education and training** of their in-store and phone customer service reps



Customers

Armed with this insight, the telecommunications company was able to prioritize providing more tools, resources, and training to its frontline employees. Over the course of the project, the number of employees and customers talking about this issue decreased by several percentage points.

Interested in learning more? Request a custom demo: www.luminoso.com/demo