

# Measuring Empathy with Speech Analytics

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## INTRODUCTION

You don't have to be an industry expert to know that call centers are all about the customer experience. It's what drives value to the company, determines performance, and leaves a lasting impression on your customers.

Therefore, it's no surprise that quality assurance managers are under constant pressure to deliver positive results. And to do that, they must ensure that agents are equipped with the most valuable skill a customer service representative can have: empathic communication.

But what is empathic communication? How does it impact the customer experience? What can speech analytics do to measure and improve empathy?

**This eBook will answer those questions and walk you through all you need to know about the value of empathy in your call center.**





# COMMUNICATION AND THE CUSTOMER EXPERIENCE

**Communication of any kind is fundamental to creating a positive, loyal customer relationship.** In the call center —

where agents are the voice of your business — it's crucial that customer-facing interactions maintain trust and build an emotional connection.

Why? Because there's nothing more powerful to the customer experience than emotion. In fact, emotionally connected customers have up to a 306% higher lifetime value and are more likely to recommend the brand at a much higher rate than normal. Better yet,

their annual spend is nearly three times that of the average satisfied customer.

However, poor communication generally has the exact opposite effect. It frustrates customers, reflects poorly on the company, and ultimately hinders the customer experience. Over half of bad customer experiences, according to one survey, are the result of poor communication. Consequently, businesses risk losing customers to the competition. Even worse, the cost of replacing that customer is often steeper than that of retaining them.

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# THE VALUE OF EMPATHIC COMMUNICATION

Simply put, empathic communication involves an expression of empathy and emotional understanding during a human interaction. In the call center environment, expressing empathy must be aligned with how your customers are feeling at that moment.

In other words, **empathic communication is defined by an agent's ability to understand a customer's thoughts, feelings, and experiences.** More importantly, the agent must demonstrate a motivation to act in a way that expresses empathy for the customer.

Communicating empathy, therefore, is a key indicator of emotional intelligence — one of the most important qualities an agent can have in the call center. In fact, researchers have linked empathic behavior during customer interactions to increased brand loyalty. Thus, agents who practice empathic communication can:



Deliver faster time to resolution



Strengthen customer-agent relationships



Humanize the interaction



Produce positive call center outcomes



Salvage a potentially lost customer







## 5 WAYS TO SHOW EMPATHY DURING CUSTOMER INTERACTIONS

Communicating empathy can be challenging for many agents. Fortunately, there are ways to strategically implement empathy in the call center:

1

**Write empathy into your scripts:** Remind agents to practice empathy during the interaction by building empathetic language into your scripts.

2

**Acknowledge concerns:** Never dismiss customer concerns or frustrations. Acknowledging their concern upfront can put them at ease and set up the call for success.

3

**Practice active listening:** Everyone wants to feel heard — especially customers. Devote your full attention to them as they explain their situation so that you identify the optimal solution as quickly as possible.

4

**Ask questions:** Asking questions helps agents determine the best course of action and shows the agent is actively listening and taking the call seriously.

5

**Use a positive tone:** More often than not, customers are already upset or angry when they contact your call center. Rather than matching that energy, agents should keep calm and respond with positive language.

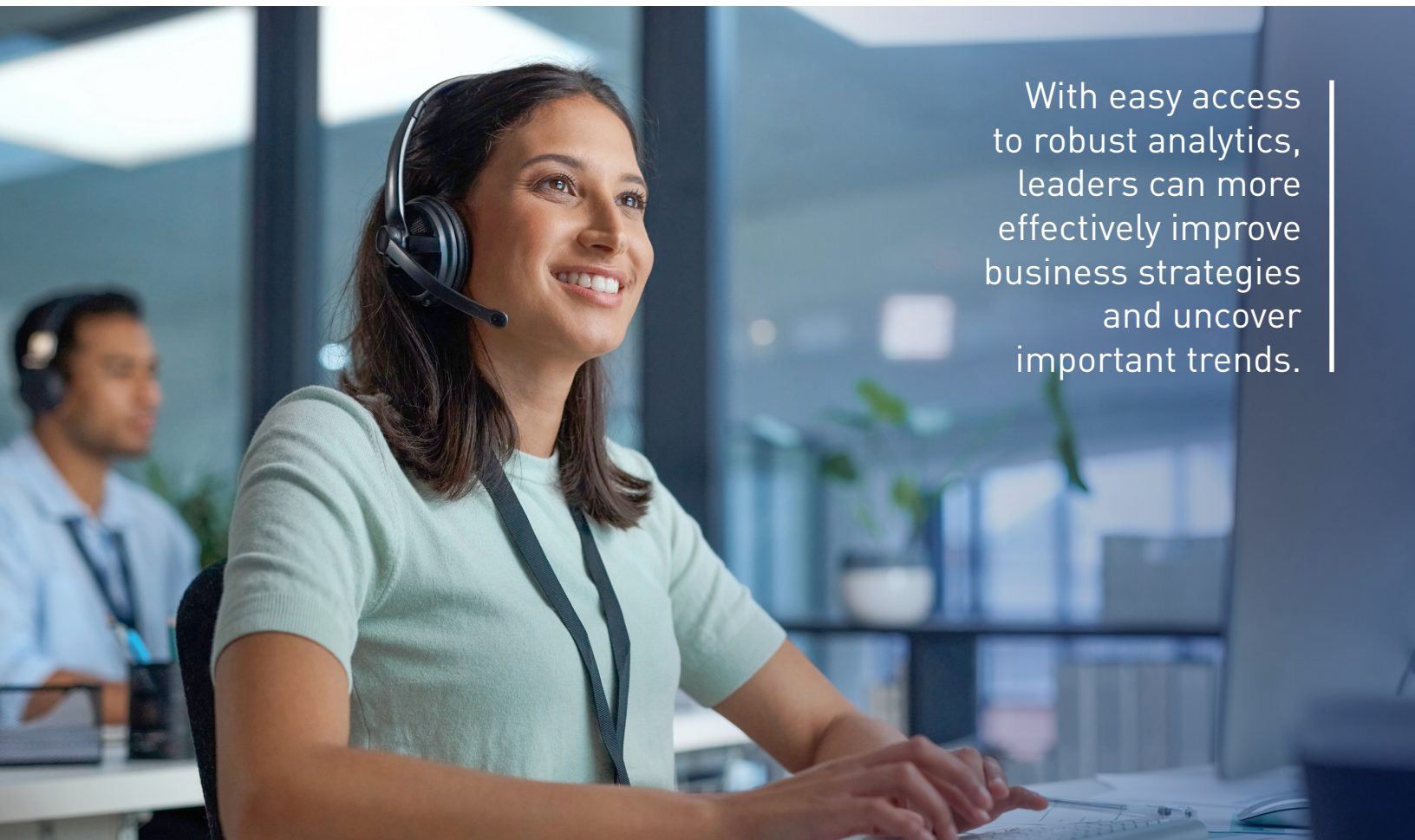
## HOW TO MEASURE EMPATHY IN THE CALL CENTER

Traditionally, businesses lack real insight into the call center experience. Calls are analyzed at random, using basic recording tools that aren't combined with automated transcripts or meaningful data points. Consequently, there's little a business can actually do with that information. This is where speech analytics offers many benefits to call centers.

**Implementing a speech analytics solution is the only way to effectively measure empathy on a recorded call.** Through the use of sentiment analysis and emotion detection, organizations can understand the nuance behind every conversation. Monitoring calls with AI-fueled technology provides the added advantage of

understanding how the customer truly feels, whether agents are communicating empathy, and whether the overall experience is positive, negative, or neutral.

These insights are incorporated into reports and automated scorecards that managers can access through a single centralized dashboard. Because agent scorecards are far more consistent and accurate than CSAT scores and other outdated success metrics, call center managers and coaches can more easily confirm the impact that empathy has on the customer experience. With easy access to robust analytics, leaders can more effectively improve business strategies and uncover important trends.



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## COACHING AGENTS WITH SENTIMENT ANALYSIS

With automated sentiment and emotion analysis and agent scorecards, managers have access to unbiased and detailed metrics to pinpoint areas of improvement. This provides the necessary tools for coaching agents on how to deliver more successful results.

**Managers can combine scorecards and sentiment insights with comprehensive call transcripts to identify exact words and phrases that stand out as positive or negative.** For instance, the data might indicate that certain expressions correlate to a positive customer experience.


Not only can managers use these insights to coach individual agents, but they can use scorecards and other metrics to motivate the entire call center team. Managers can replicate success throughout the call center through the application of automated QA tools. Plus, managers can use automated transcripts and scorecards to ensure script compliance — whether it's complying with empathy-driven scripts or regulatory standards — thus adding another layer of quality assurance.

## SPOTTING TRENDS IN THE CUSTOMER EXPERIENCE

Empowering agents to develop soft skills, such as empathic communication, will ultimately improve their performance and the KPIs important to the business. But it's equally vital that businesses understand the customer's perspective, too.

After all, the customer experience is what drives success throughout the entire organization. That's why businesses need a way to understand exactly how their customers feel after every interaction. And this is exactly what a speech analytics solution provides.

A proper speech analytics solution can uncover call trends that may indicate a hidden flaw in the call center experience. For example, when the solution detects patterns that are particularly negative, this affords you the opportunity to investigate the root cause of that negative sentiment and mitigate the problem. By analyzing customer sentiment and emotion, businesses can comprehend the full CX picture and efficiently identify the right solutions.



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# SPEECH ANALYTICS OPTIMIZE YOUR CALL CENTER

Meaningful customer engagements are important to any business, but they're especially critical in the call center. As one of the main focal points of the customer experience, QA managers need to constantly monitor calls and coach agents to impart empathy into every interaction.

But without proper visibility, this is easier said than done. In fact, it's almost impossible. That's why call centers need a solution that can cut through this barrier and shed some light on how customers really feel about their overall experience.

**CallFinder's speech analytics solution provides call centers with the ability to measure empathy using automated sentiment and emotion analysis.**

Empowered by these insights, QA managers can improve agent performance, replicate success, and optimize the customer experience.



**Callfinder®**

To learn more about how CallFinder's automated quality monitoring solution can help your business, **schedule a demo** with one of our experts today.