CASE STUDY

emStream helps a large tax filing company transform their contact center

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emStream helps create 360 degree view of customers from structured data, customer emails & social conversations

Industry
Internet – Online Tax Filing

About the online tax filing company
A market leader in online tax filing in India with over a million customers filing their individual tax returns through both self serve and managed filing mode

Business Matters
Online reputation management and email analysis to understand how many loyal customers are deflecting as a result of inefficient customer service

Approach
Provide emStream as an Enterprise solution for mapping customers profile and transaction, and sentiments/problems from emails sent by customers to understand deflection. Segment customers based on sentiment and loyalty and provide this information as an API for effective customer call routing based on rules built around sentiment and loyalty

Background

A market leader in online tax filing did not have meaningful analytics to capture problems that customers are facing during tax filing season when almost 70-75% of revenue are generated within 10 days of due date for filing taxes.
This resulted in some key challenges

- Customer problems not being attended to or resolved in a timely manner
- No priority for handling customers based on loyalty. Repeat customers were handled the same as new customers and 70% of revenue comes from repeat customers
- Lack of granular insights about customer issues ("website errors", "payment gateway problems") because of manual work of extracting insights
- Inaccuracies in tagging sentiments to brand categories
- Time delay in engagement with customers and brand influencers on social media leading to loss of reputation

Business Requirement

The agency was looking for a single product that powers ability to listen, analyse and communicate on a single platform.
The key capabilities expected were

- Ability to collect any brand mention across the web and customer conversations from emails
- Use semantics and natural language processing to auto tag sentiments, intents to appropriate categories for effective trend analysis
- Engagement on Twitter, Facebook based on conversation workflows using sentimentsnot being attended to or resolved in a timely manner
- Map sentiments of customers to their loyalty to get a 360 degree view of customers for preventing customer deflection.

Technology Platforms Used
Languages : JAVA

Visualization: D3.

Machine Learning: R, Natural Language Processing (proprietary)

Social Connectors: Twitter, Facebook, Tumblr, Reddit, Blogs, Boards, Forums, Custom URL's, Emails (IMAP)

Benefits
‣ 30% improvement in bottom-line and strong Customer Satisfaction scores as a result of intelligent routing of calls based on sentiments of the customer

‣ 3x improvement in Turn Around times as a result of adequate planning and proactive resolution of top issues faced by customers as identified by emStream

Solution
emStream was used to plug into the customer's email and chat systems and scan social media for customer conversations around the brand.

This data was combined with customer profile and transaction data. With this, a 360 degree view of the customer was created to derive customer's life time value, demographics (gender, income group, and social profile), # of emails the customer has sent with sentiments, top service issues faced by the customer.

This intelligence was fed back to the company's CRM systems.

This helped the company route calls and put adequate number of right agents that have the necessary knowledge to handle calls based on customer intelligence and behavior.

The company also sent tailored messages to customers based on sentiments and categories to inform them of their processing status which led to drastic reduction in calls to the contact centre.

The solutions provides following broad feature sets -

Listen:
■ Configure Data Sources including Social and Internal data using keywords and crawlers for custom URL's

Analyze:
■ Derive share of voice, extract sentiments, intents and problems on a real time basis and auto tag them to categories using taxonomies and word clouds.

■ Conduct geo-spatial analytics for location based sentiments

■ Extract critical links from conversations to see competition and other associated mentions of brands, people etc

■ Create 360 degree view of customers using social profile extracted from Facebook, Twitter based on email ID

■ Build and run predictive models on customer data

Engage:
■ Create conversation workflows based on various filters to respond on a real time basis.

■ Respond directly on Twitter and Facebook from the product itself

■ Send emails to CRM system for issues that pertain to customer care

About eMudhra:

Much like the name, which is an embodiment of the seal of authenticity in the electronic or digital world, eMudhra is a cyber security solutions company and a trust service provider that is focused on accelerating the world's transition to a secure integrated digital society. With presence in 5 continents and a global delivery center in Bengaluru, India, eMudhra is empowering secure digital transformation of over 45 global banks, several Fortune 100 customers and thousands of SMEs.