Looker

Deliver Better Contact Center Experiences With Google CCAI and Looker

Use Looker to Improve Contact Center Experiences:

- Identify contact reasons and resolutions

- Easily visualize contact center metrics

- Improve contact center responses

- Act quickly on new insights using data actions

- Control data access and maintain privacy

Improve Customer Satisfaction and Lower Costs with Advanced Customer Analytics

Google Contact Center AI (CCAI) and Looker help offer the rich personalized contact center experience customers expect. With CCAI and Looker you can leverage the power of AI to converse naturally with customers and resolve basic issues quickly, as well as improve future experiences and drive long-term customer satisfaction by measuring and analyzing customer interactions while improving overall efficiency.
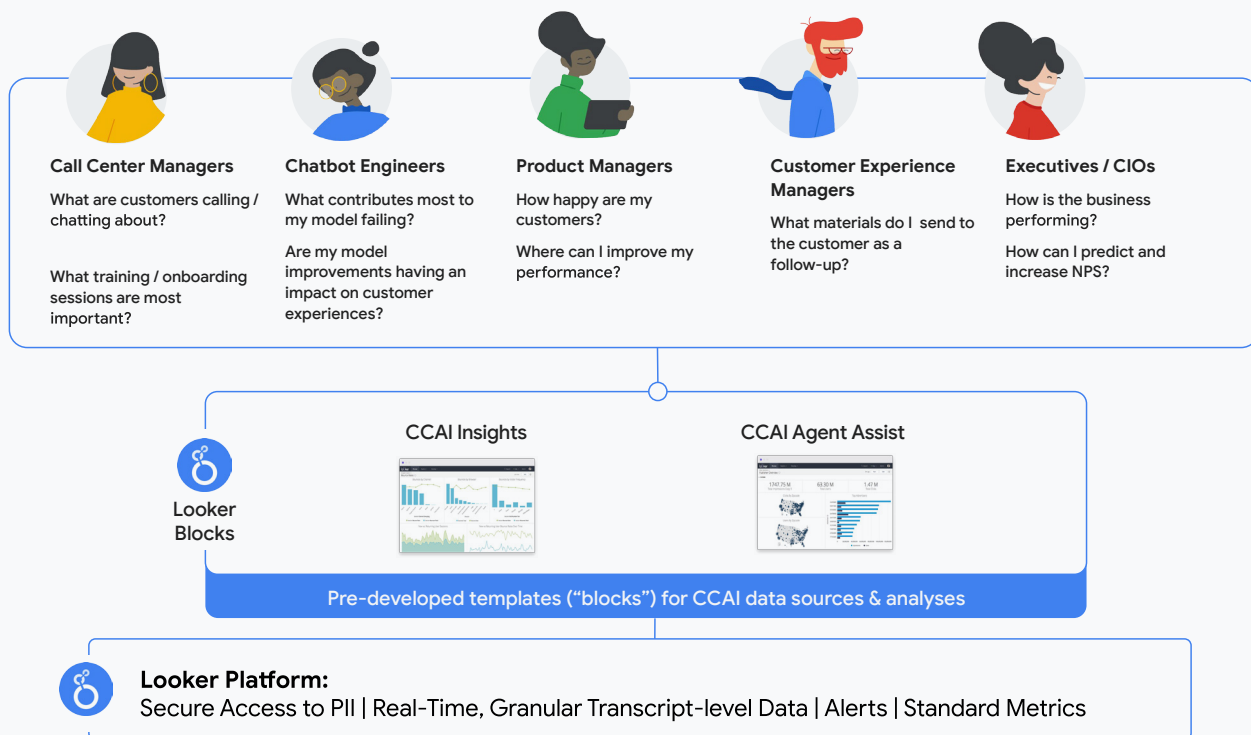
A deep and nuanced understanding of customer contact center experiences makes businesses successful — resulting in faster issue resolution, higher quality responses, better workflows, and a more efficient workforce. Looker makes CCAI data analysis simple, and provides secure access to granular transcript-level data, allowing teams control over and audit access to sensitive data types. With CCAI, the thorough analysis of customer interactions becomes accessible by leveraging AI-driven transcription and sentiment analysis. This granular data can be analyzed using Looker to uncover new insights — allowing businesses to better understand contact center experiences and take immediate action when necessary.

Contact center data can become particularly valuable when combined with other data types, including sales and demographic data. Looker's integration with Google BigQuery provides intuitive access to contact center data and other data sets with fast, responsive data exploration, and simplified reporting and data visualization to deliver insights where and when they're needed most.

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Improving Contact Center Efficiency and Personalization

Interactions with a contact center can color a customer's perception of a business and directly impact loyalty and repeat sales. To improve the contact center experience, organizations use Looker to explore customer behavior including types and lengths of contact, customer perception and sentiment, and reasons customers initiate contact.

Analytic insights from data discovered with Looker can inform agents so they resolve issues faster. Trend analysis can help identify high-quality resolutions to issues, too, so customers receive the best possible service and experience. Looker can also deliver insights into individual customers to help personalize the contact center experience to improve customer satisfaction. For AI-based automated agents, Looker can also be used to improve the quality of customer interactions by allowing for faster updates of AI responses using Looker Actions.

Call Center Managers

What are customers calling / chatting about?

What training / onboarding sessions are most important?

Chatbot Engineers

What contributes most to my model failing?

Are my model improvements having an impact on customer experiences?

Product Managers

How happy are my customers?

Where can I improve my performance?

Customer Experience Managers

What materials do I send to the customer as a follow-up?

Executives / CIOs

How is the business performing?

How can I predict and increase NPS?

Looker Blocks

CCAI Insights

CCAI Agent Assist

Pre-developed templates ("blocks") for CCAI data sources & analyses

Looker Platform:
Secure Access to PII | Real-Time, Granular Transcript-level Data | Alerts | Standard Metrics

Because contact center interactions can be highly personal, it's important to maintain data privacy and confidentiality. With Looker you can control access to data, exploration, and reporting using simple tools to augment your data privacy and meet compliance targets. With CCAI, Looker's analytics platform can take full advantage of the power of BigQuery to deliver powerful insights.

Leverage Contact Center Data for New Company-wide Insights

Contact center analytics can provide value far beyond the contact center team when merged with other data types, and when made available to other departments and groups. Contact center data is vital for improving product quality, helping marketing teams target new business, informing operations and inventory teams, and more. With Looker, departments can combine internal data from systems such as sales and marketing platforms with contact center data for deeper analysis and better understanding of customer behavior, product adoption, and other key performance indicators. For example, product development teams can track issues and resolutions to deliver rapid fixes or new, impactful features. Combining contact center data with demographic data, weather data, and other external data sources can further inform teams throughout the organization, and help deliver exceptional customer experiences at every interaction.

The Richness of Insights Data within the Context of Your Business

Unlock insights from all your company's first-party data

- Overlay call center data with in-store interactions to identify previous points of friction

- Contextualize support calls to make sure your most valuable customers receive the best service

Google Cloud