



Translating analysis into actions

Global Scenario

In an era in which only customer centric companies will succeed, companies need to provide outstanding and consistent experiences aligned with their brand promises to differentiate themselves to retain and attract customers. Customer analytics emerged to close the gap between a brand's promise, customer expectations and the experience delivered through each interaction.

We offer a new perspective to drive the customer experience by bringing together technology, advanced statistics and customer interaction excellence with smart and tailored solutions. Proactive solutions that transform data into opportunities by predicting customer behavior and measuring its impacts to recommend the best strategy and actions to implement.

Teleperformance Analytics

Take advantage of all data available to anticipate customer needs and better understand their perceptions and behaviors.

Our Analytics Solutions help to design, shape, measure and improve the overall experience delivered to your customers.



Teleperformance

Transforming Passion into Excellence

Internet Interactions is grouped into 3 major categories:



InTouch is a tailored, in-depth analysis of the factors impacting overall customer satisfaction.

Our transactional measurement solution is designed to ensure experience quality and consistency through an optimized management of interactions processes.

Key Applications:

- Model and simulate the impact of changes in root causes on C.Sat scores
- Ensure experience, quality and consistency
- Define a continuous improvement cycle based on a customer-centric approach



A sophisticated forecasting solution that combines historic internal and external data to create different business scenarios used to predict and optimize the inbound call volumes.

- Reduce wasted costs
- Increase forecasting accuracy
- Improve quality and optimize the capacity plan



A predictive solution, integrated into customer service, that calculates a customer's propensity towards a target behavior to improve the experience delivered, optimize efforts and increase profitability.

- Improve Cross and Up-Sell strategies
- Decrease complaints
- Reduce Churn

Outstanding Results

- Improved **CSAT +39%** and **FCR* +16%** for a PayTV company

(*First contact resolution)

- Increased forecasting accuracy by **26** percentage points for a multinational electricity company, reducing wasted costs, increasing productivity and improving customer satisfaction

- Increased outbound sales by **4.8 times** with the same effort and investment
- Reduced complaints by **25%** for a multinational utility company