

Unlock Higher Close Rates With Sentiment Analysis

Sales are down. What are you doing about it?? 🤔📉!?!?

Web traffic is up.

...

CTRs improved 28.42% YoY.
Our ads are killing it!



**Buying
Traffic**



**Testing
Ads & Offers**



**Optimizing
Landing Pages**



**Closing More
Sales**

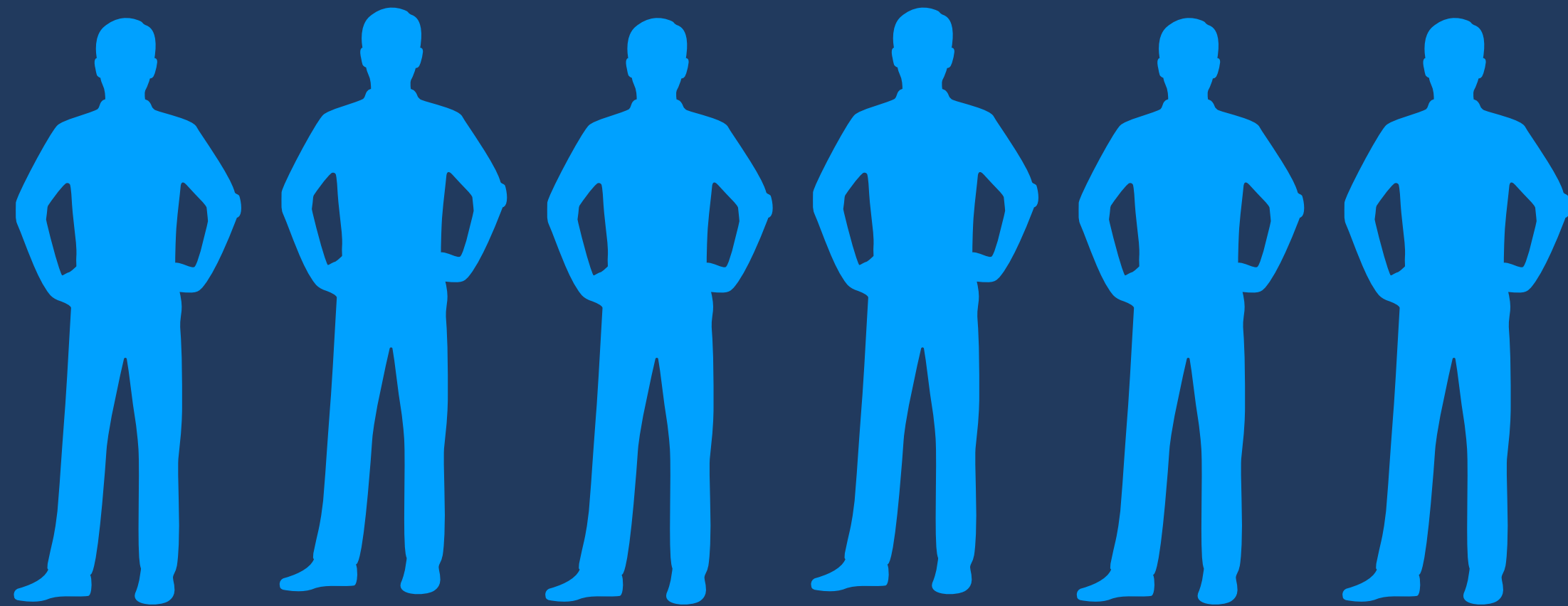
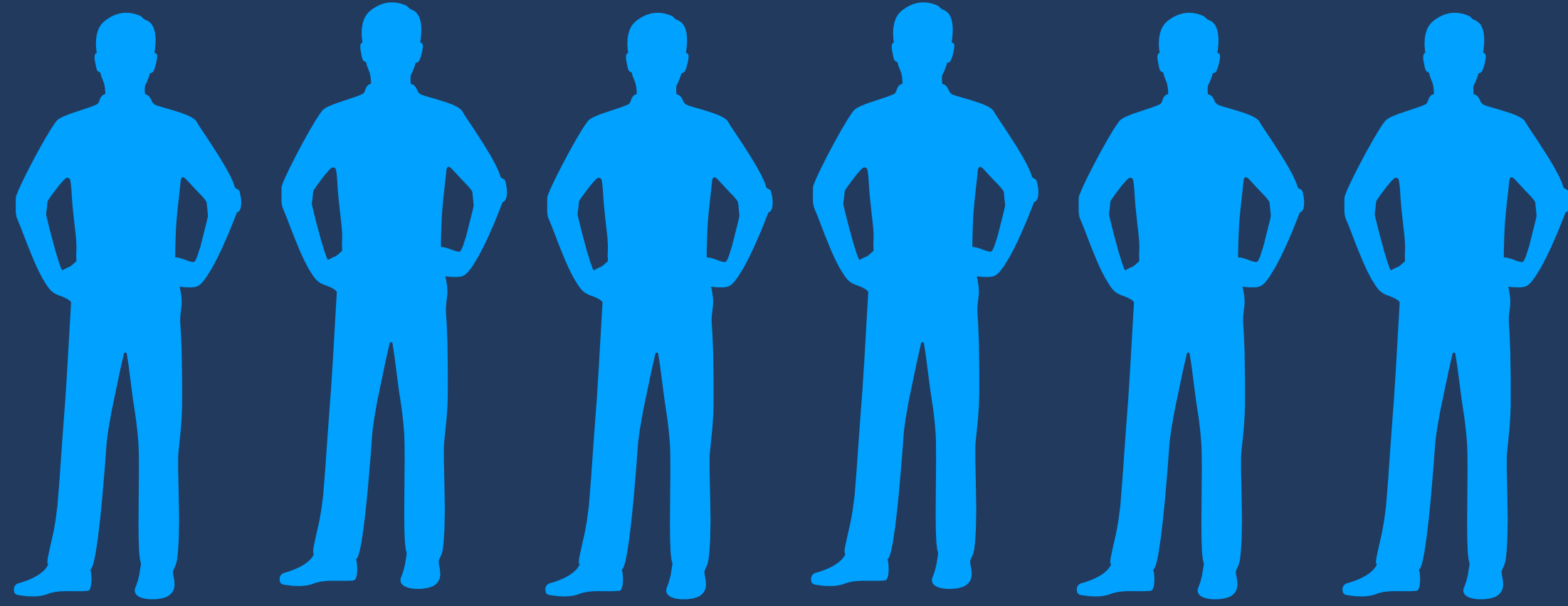
We forget to

listen

to our customers!

Marketing Metrics

Prospect and Customer Data



Paths to purchase.

Buying questions.

Competitive intelligence.

Are they happy?

Sales objections.

Points of friction.

Competing offers.

Are they frustrated?

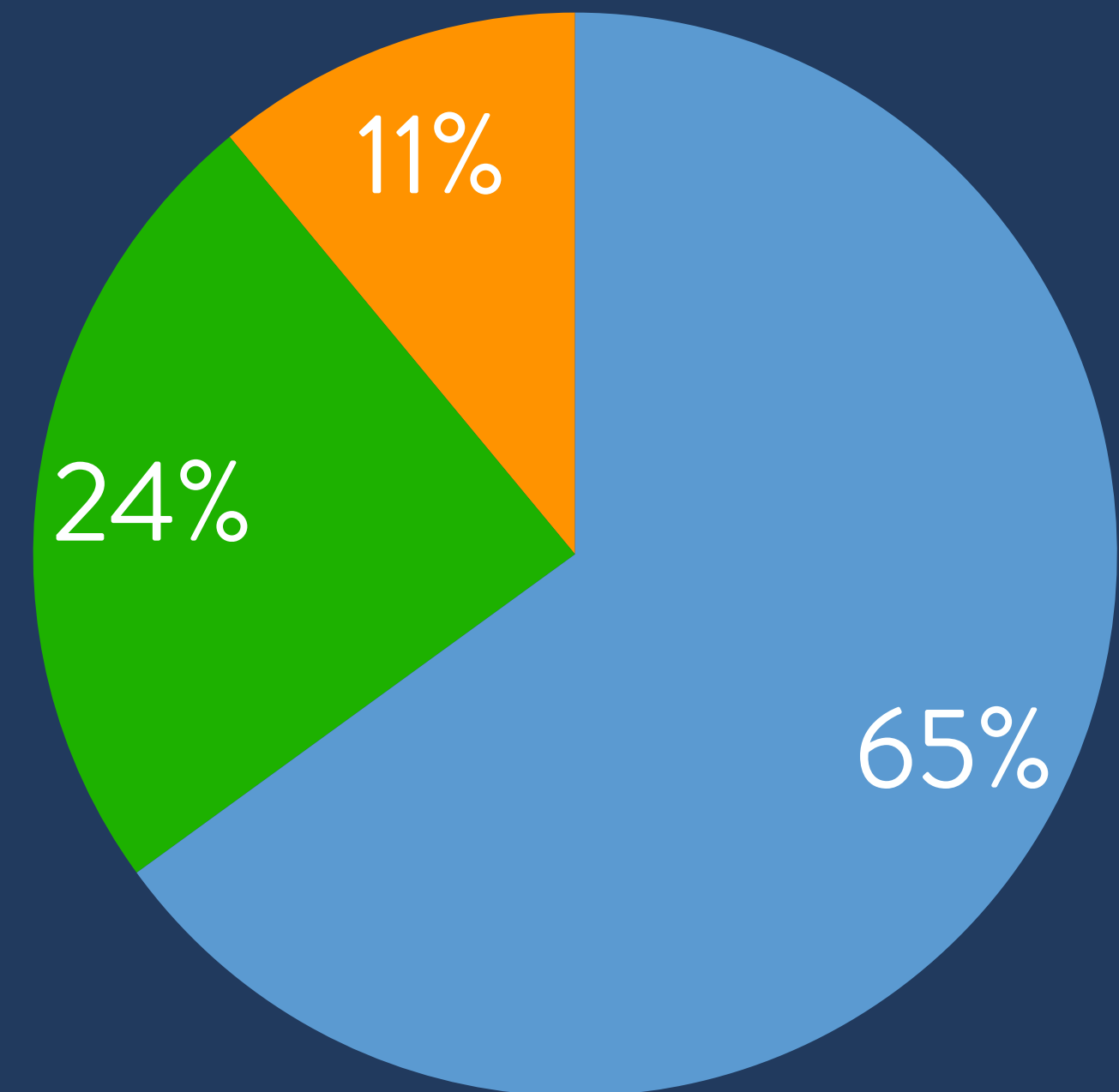
Is our marketing working?

Are our customers happy?

Are we closing more sales?

65%

Of people prefer to contact a business by phone



Primary Objective

Understand phone
lead quality by
measuring positive
and negative
interactions.

Hypothesis

#1

We can improve lead quality and increase sales by optimizing for call sentiment.

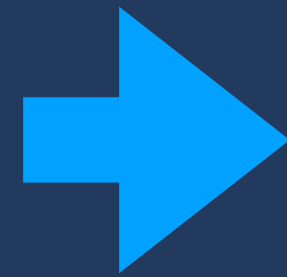
Hypothesis

#2

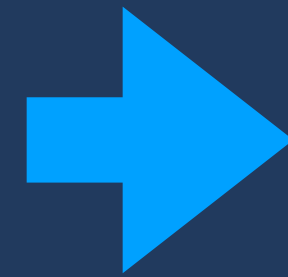
We can improve customer experience by identifying & acting on positive and negative interactions.



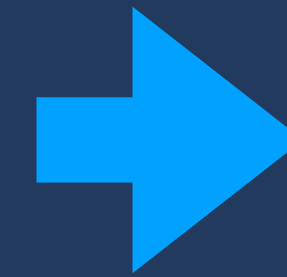
Web Search /
Website Visit



Phone Call



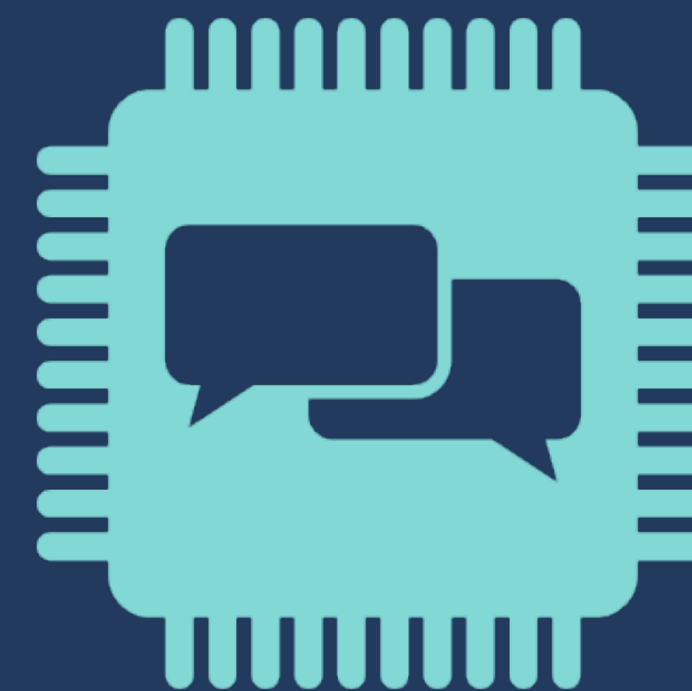
Web Analytics &
Phone Call Tracking



CSR /
Sales Conversations



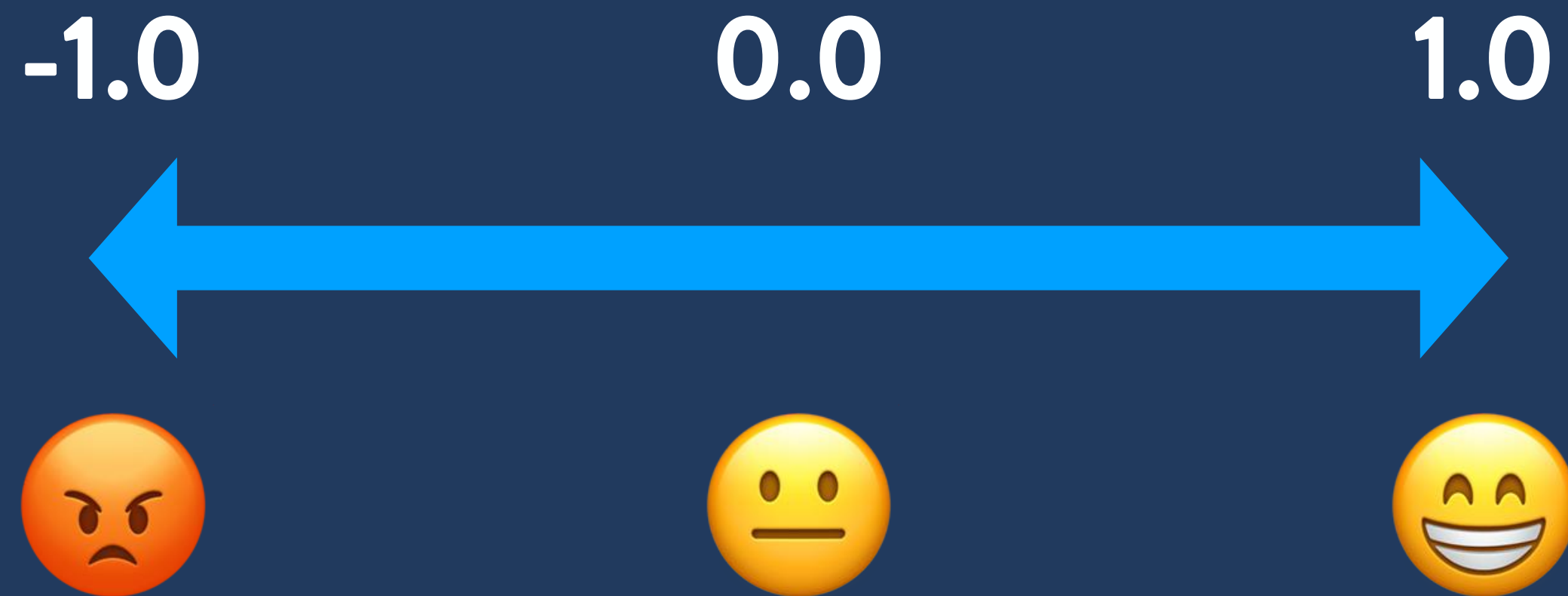
Speech to Text
Transcription



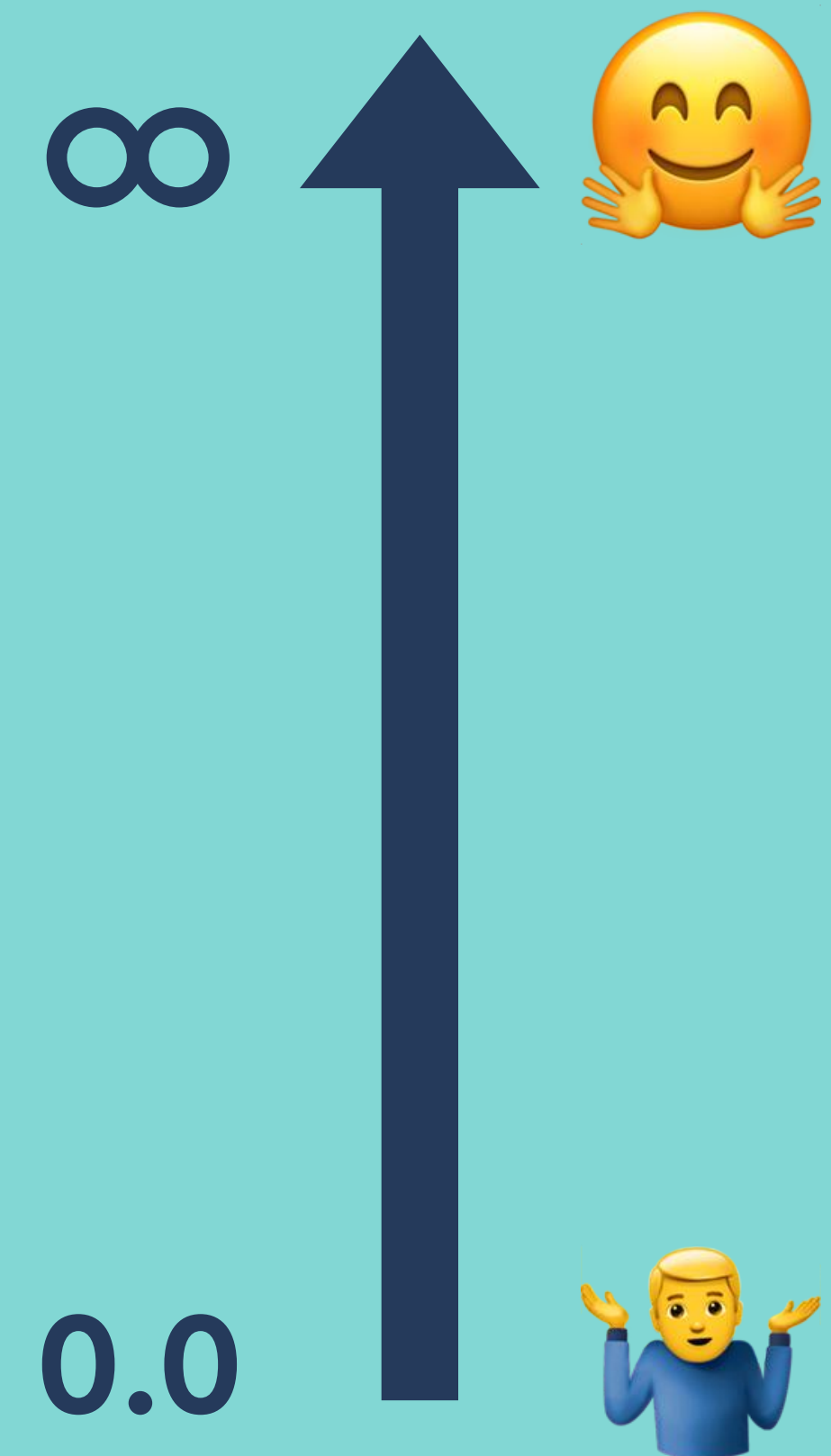
Natural Language
Processing (NLP)



Sentiment *(emotion)*



Magnitude *(strength of emotion)*



A Wealth Of Data From Each Call



**Call
Duration**



**Agent / Caller
Ratio**



**Traffic Source
& Keyword**



**Caller
ID**

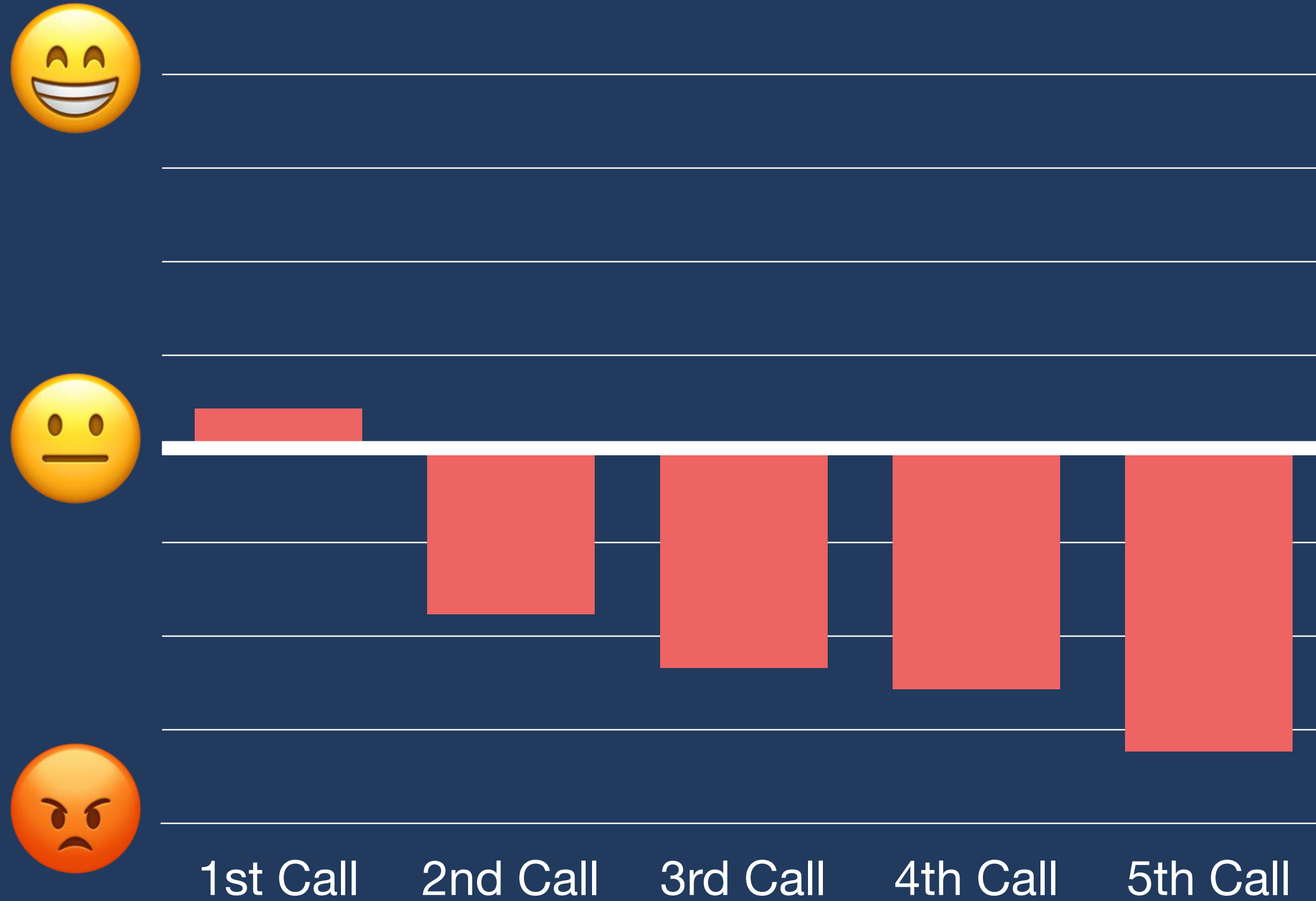


**Ring
Duration**



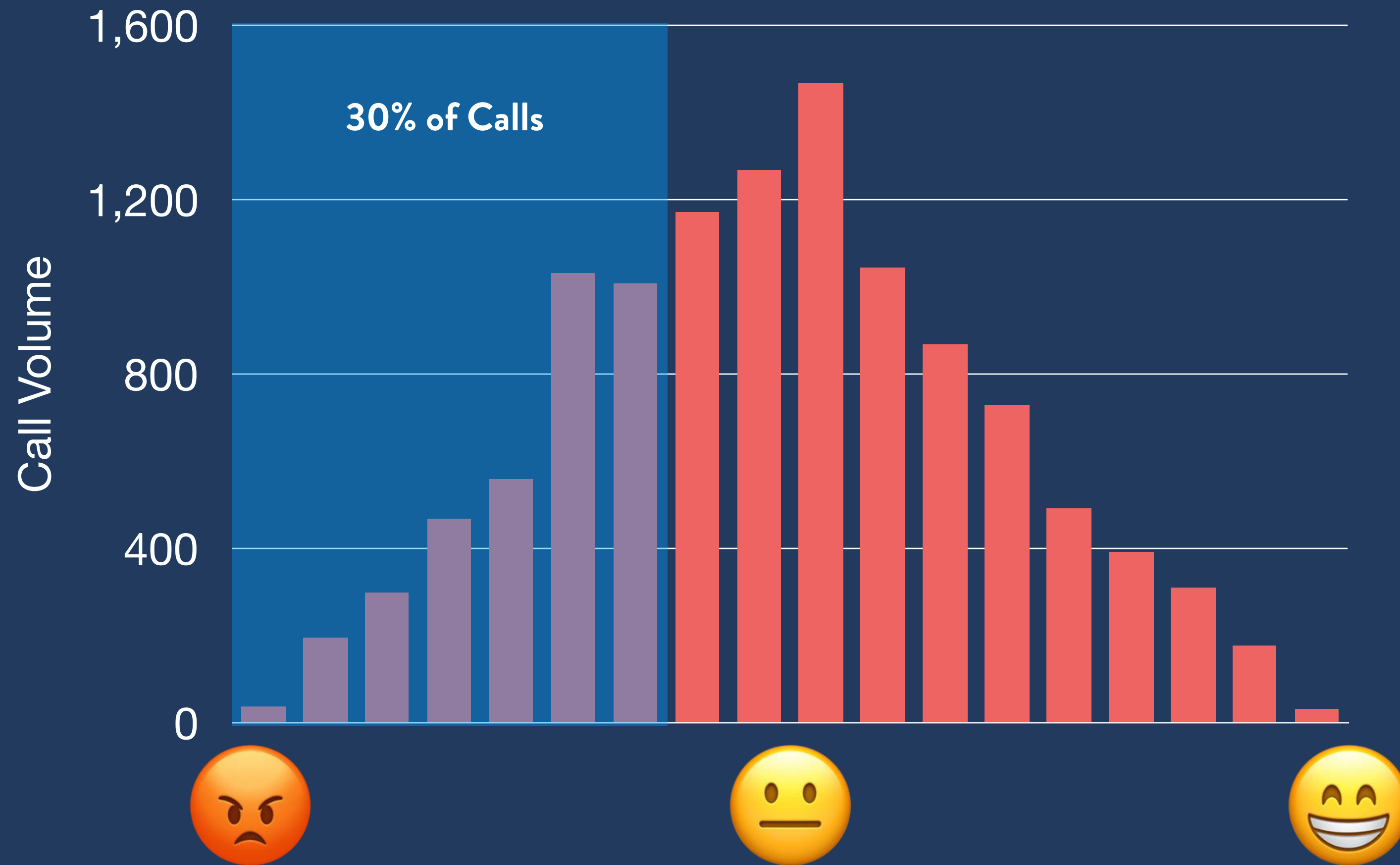
**Call
Status**

Fix a caller's problem the first time.



Repeat callers are more negative and more emotionally charged.

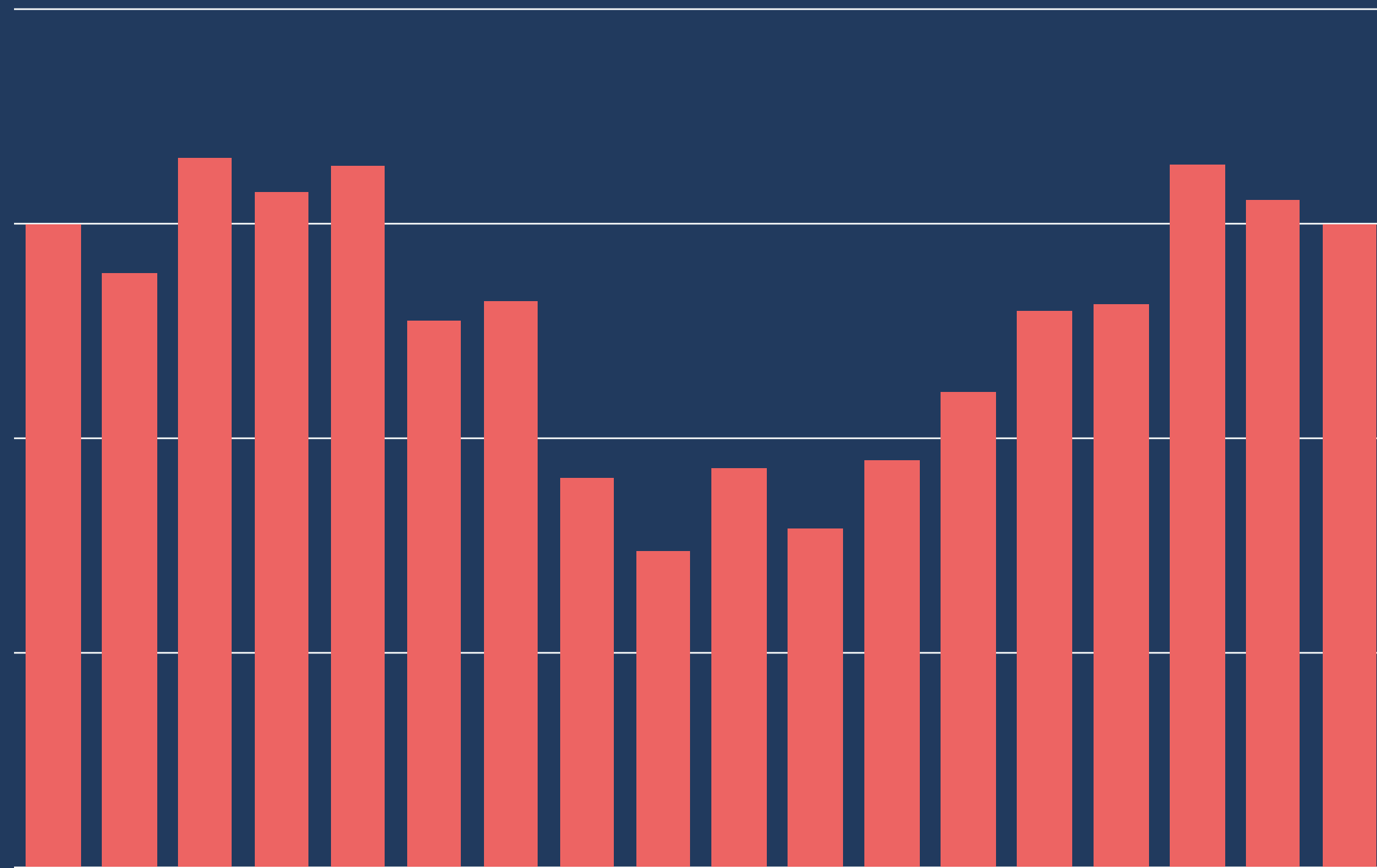
Focus on improving experiences for the bottom 30%.



Calls skew slightly negative but still follow an expected bell curve distribution.

Great experiences can nurture advocates.

Poor experiences create vocal detractors.



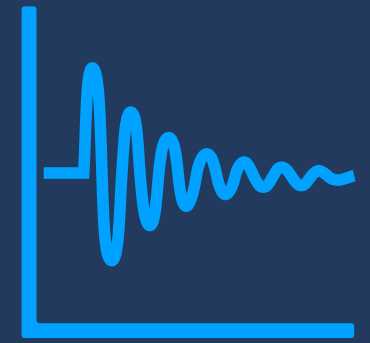
Positive and negative sentiments correlate to stronger emotions.



So what?

(and just as important, how?)

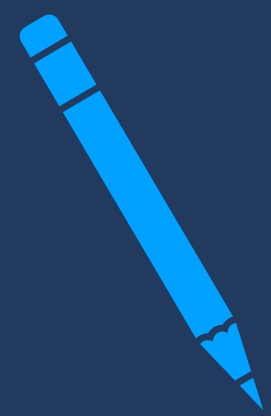
Step 1: Compile Customer Data



Call Recordings



Online Reviews

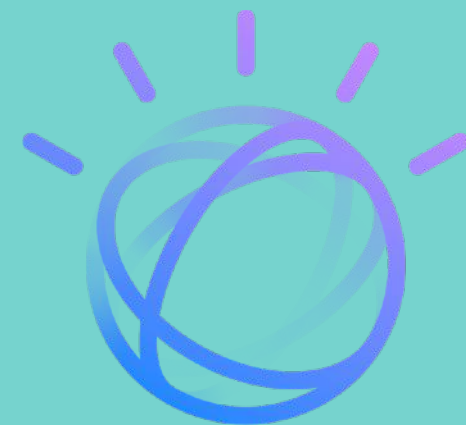


User-Generated Content

Step 2: Convert Speech to Text



Google Cloud



IBM Watson™



Step 3: Determine Sentiment & Magnitude



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Marketing Mix Optimization

Allocate more budget to channels that drive higher quality leads.

Improve Website Content

Create FAQ and sales content to address common questions and objections.

Improve Training

Share examples of good & bad calls with customer-facing employees.

Minimize Negative Reviews

Quickly notify managers about angry customers for follow-up and resolution.

Encourage Positive Reviews

Send requests for
online reviews to
happy customers.

3 Keys To Success

Continue asking “what if?”

Find the tools that work for you.

Listen to your customers.

Thank You!

Links and templates: WorkshopDigital.com/cta2018

