

EBOOK

How direct-to-consumer companies leverage Stratifyd to improve the customer experience



stratifyd

Given their disruptive business models, direct-to-consumer businesses can't afford to miss insights in customer touchpoints that can help them quickly respond and improve the customer journey.



Consumers increasingly abandon brands after poor customer service experiences, with 80% of people stating that they stopped doing business with a company after a negative event. The analytics available in your helpdesk or contact center platforms typically only identify basic insights you already recognize, falling short of providing new insights and perspectives that can ensure you deliver a differentiated customer experience.

The stories included in this book illustrate how Stratifyd empowers direct-to-consumer companies of various sizes and industries overcome these challenges by harnessing insights hidden within their tickets, calls, and other customer interactions

1. TechSee. "3rd Annual State of Customer Loyalty and Churn." August 16, 2022.

2. Merkle. "2022 Loyalty Barometer." June 28, 2022.

3. Forrester. "Is Customer Obsession Worth It?" July 21, 2021.

>75%

of consumers report that consistent customer experiences make them more likely to do business with a company¹

80%

of people abandoned a brand after a poor customer experience²

2.5x

Companies with strong customer experience programs report 2.5x higher revenue growth³

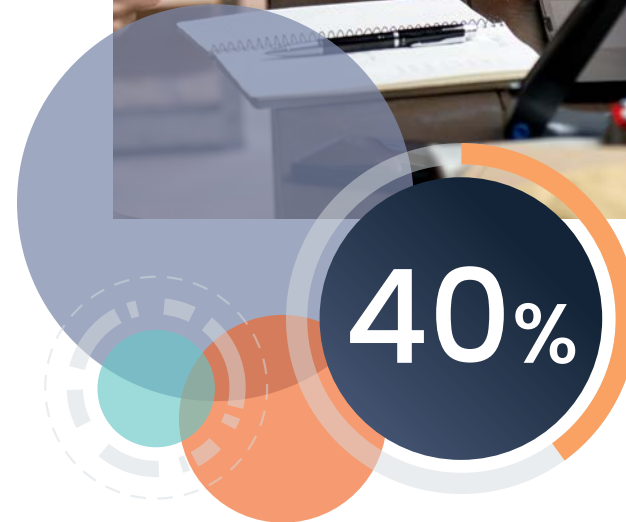
Topic Accuracy

Enables the end user to build out their own topics and automatically checks the rules used to show which are improving or decreasing the accuracy of the topic. The capability is specifically designed to address the gaps of using agent or machine learning and tagging for customer interactions.

How it helped one of our customers

An e-commerce retail company struggled to identify actions to take based on agent-level tagging; on average, agents used only one tag per ticket. For example, there was only one tag to identify return requests, so the company couldn't easily identify the detailed drivers of returns.

Stratifyd enabled the company to create multiple detailed tags for returns, identifying 7 different stages of the return based on comments the service agent mentioned in their responses to customers. Based on this new insight, the organization learned that most customers were asking about the status of a return that had already arrived at the warehouse. This further revealed that the process for notifying a customer that a return was received was significantly delayed. The company was able to alter this snag in their return process to improve the customer experience and reduce related status inquiries. Overall, Stratifyd enabled the company to create more than 75 actionable tags – an increase of 40%.



Stratifyd enabled the company to **increase** the number of detailed tags for **return stages by 40%.**



>60%

of the survey responses an e-commerce retailer received didn't include customer feedback.



Connecting Surveys to the Contact Center

Helps businesses gain a deeper, more holistic, and accurate understanding of how well post-interaction surveys represent the actual issues occurring in tickets.

How it helped one of our customers

More than 60% of the survey responses an e-commerce retailer received didn't include customer feedback, making it nearly impossible for the organization to tie rationale to survey scores. By connecting and unifying multiple data sources – including surveys and their associated tickets – in Stratifyd, the organization was able to leverage Stratifyd's engine to analyze the customer and agent comments in relation to 100% of the survey responses.

As a result, the company found that the top issues from survey feedback were not as prevalent in the support tickets. Similarly, there were new, emerging issues that Stratifyd identified from the tickets that did not show up in the surveys. Ultimately, this enabled the Customer Experience and Contact Center teams to align on the top issues to prioritize and fix.

Early Issue Detection and Churn Reduction

Provides insight that enables organizations to quickly identify emerging themes regarding customer complaints and other issues. By surfacing these trends early, companies can quickly pivot before problems spiral out-of-control.

How it helped one of our customers

A subscription-based, online retailer did not have insight into the top reasons for customer frustration and churn because they only had high-level topics for their tickets. With Stratifyd, they quickly identified two significant issues:

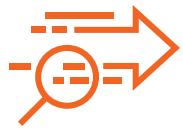
1. A new offering leveraged a lower cost shipping provider, but items returned through the provider took several weeks to reach the warehouse. This resulted in delayed refunds – typically hundreds of dollars per transaction – back to customers' credit cards.
2. Customers felt misled by messaging during the online purchase process about signing up for a subscription, believing they were making a one-time purchase.

Based on the information surfaced through Stratifyd, the company quickly identified changes that improved customer satisfaction and retention. The organization estimated the impact of these changes resulted in an ROI equal to 2-3X the investment in Stratifyd.

2-3X

These changes resulted in an ROI equal to 2-3X the investment in Stratifyd





Intel provided the company with **real-time**, actionable **insights** to make changes.

Competitive Intelligence

Scans various data sources – including forums, social media and review sites – to understand what consumers are saying about your company and the industry, at large.

How it helped one of our customers

Stratifyd analyzed Reddit conversations to help a company in the food delivery industry understand how drivers made decisions on which companies to work for. In addition to addressing the targeted issues, conversations revealed that drivers shared “hacks” for earning more with certain companies. This intel provided the company with real-time, actionable insights to make changes that would stop drivers from manipulating their systems.

Emotion and Sentiment

Analyzes sentiment and emotion across agents and customers to identify experiences or agent behavior driving highly negative emotions in customers.

How it helped one of our customers

A direct-to-consumer online retailer wanted to monitor agent compliance and soft skills, such as showing empathy. By analyzing the customer side of tickets, Stratifyd's conversational analytics capabilities identified when customers shared difficult personal situations that required agents express empathy. If Stratifyd did not detect that the agent's response expressed empathy, it triggered tasks to coach these agents. In addition, Stratifyd analyzed what actions the agents took, identifying scenarios where agents could have been more flexible, such as extending the timeline for a return. This enabled the company to ensure agents were consistently showing compassion toward consumers' needs and taking the appropriate actions to provide the best experience during a difficult time in a customer's life.




Stratifyd analyzed what **actions** the agents took identifying scenarios.


Want To Learn More?





Drop us a line at hello@stratifyd.com
or visit www.stratifyd.com



stratifyd[®]

 www.stratifyd.com

 hello@stratifyd.com

©2022 All rights reserved.

About Stratifyd

Stratifyd takes the burden of manual analytics off your team by proactively surfacing hidden experience signals and trends 24/7 to ensure you never miss another insight. Stratifyd's vendor-neutral approach connects experience, behavioral, and operational data to remove data blind spots, uncover prescriptive insights, and enable smarter decisions. Now your business can stay ahead of your customers and the competition. Our Experience Analytics Platform powered by Smart AI is trusted by startups, enterprise, and Fortune 500 companies to improve experiences across channels, drive efficiencies, and increase employee and customer loyalty. To learn more about our no-code approach to AI, visit www.stratifyd.com.