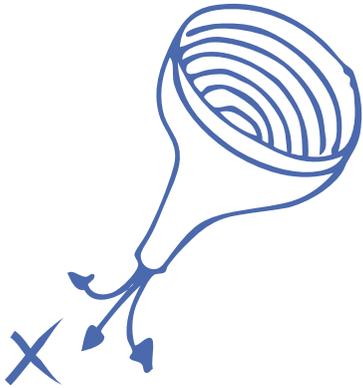




# 3 WAYS ANALYTICS CAN IMPROVE CUSTOMER ENGAGEMENT

Process intelligence (PI) is not just about driving efficiency and profitability. It's also about identifying opportunities to improve customer service and drive customer engagement through resolving customer-centric processing challenges, such as:

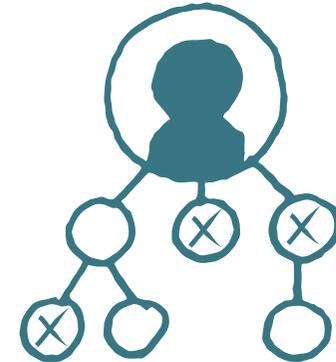
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**Bottlenecks**



**Workflow issues**



**Resourcing problems**

**So how can you leverage analytics and PI to effectively monitor and measure your customer engagement?**

# SOCIAL MEDIA TURNS GRUMPY CUSTOMERS INTO **CRITICS WITH MEGAPHONES**

Customers who love your product or service and tell everyone about it are the 'Holy Grail' of customer engagement.

But social media means that a disgruntled customer can write a scathing review or complain about poor service and tell hundreds or thousands of 'friends' all over the world.

According to research by the UK's Institute of Customer Service, since January 2014 there has been an eight-fold increase in customer complaints made on social media.

It's clearly not enough to produce great products or services - your customer engagement, and its continual measurement and optimization, needs to be a flawless process as well.



# CONNECTED WORLD: AN OPPORTUNITY AS WELL AS A RISK

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The good news is that modern technology gives organizations the means to engage with customers like never before:

- ✓ Facebook posts with special offers for loyal customers
- ✓ Emails confirming appointments
- ✓ Text messages advising that an item is ready for pick-up

We're already seeing mass change. Nine out of 10 US companies are active on social media, and more than half say their social media efforts are boosting sales.

"Customer experience leaders have a more than 16 percent advantage over laggards in consumers' willingness to buy more, their reluctance to switch business away and their likelihood to recommend."

**Temkin Group.**

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So how can you leverage analytics to ensure you lead the pack?

# PROCESS INTELLIGENCE AS YOUR PRIVATE INVESTIGATOR



While acting quickly and proactively to solve a problem can win long-term loyalty, customers really want seamless, trouble-free experiences.

Problems should be anticipated and eliminated before they can impact your customers and create frustration.

Process Intelligence (PI) is a technology that links data and business information to specific steps in your business processes

to help you understand how customers interact with your business at every step, and the true effectiveness of your processes and operations. This near real-time reporting allows your business to identify and address issues as soon as they arise.

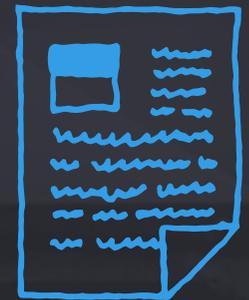
**So how can PI help you improve your customer engagement?**



1

You Can Improve  
The Customer Experience  
Through **Documented  
Workflows And  
Actionable Insights**

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2

**You Can Enhance Customer Communications** By Capturing And Utilizing Data To Deliver A Personalized Experience Based On Individual Customer Preferences

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3

You Can Identify Bottlenecks  
And Gaps In The Customer  
Experience, Streamlining Processes  
And **Greatly Improving The Way  
Customers Interact With Your Business**



# GREAT QUESTIONS ARE THE ANSWER TO CUSTOMER ENGAGEMENT

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## What are the common sources of customer frustration?

- ✓ Struggling to find what they're looking for
- ✓ Not being able to access help quickly and easily
- ✓ Dealing with a slow and complicated onboarding experience

## What questions do we need to ask?

- ✓ How many mortgage applications are waiting at each step?
- ✓ How many invoices followed the prescribed path?
- ✓ How many process instances are an exception to the defined process?
- ✓ What commonalities exist in all these exceptions?
- ✓ How long does a patient spend in emergency?

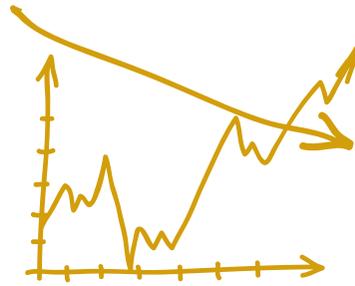
Delving into your processes will save you money and increase customer engagement. One US organization found this out first-hand when it leveraged PI to seriously streamline its operations...

# DELTA DENTAL: THE CHALLENGE

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Delta Dental of Colorado is a dental insurer with more than one million patients.

As the business grew, its paper-based processes were fraying under the strain, and delays were driving up operating costs and holding up payments.



**So what was the solution?**

“A lack of visibility and control over content meant that files often got lost in the shuffle, and could take days or even weeks to be processed.”

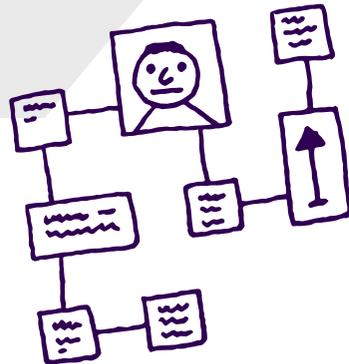


Heather Magic,  
Director of Group and Individual  
Administration at Delta Dental  
of Colorado

# DELTA DENTAL: **THE SOLUTION**

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Replacing paper-driven processes with electronic content and workflows through PI.



“When a new dental provider applies to join our network, we can automatically classify and extract the information we need from their application form and supporting documentation, and feed the necessary digital content into our business applications and workflows.”



Heather Magic,  
Director of Group and Individual  
Administration at Delta Dental  
of Colorado

# ANALYTICS AROUND THE GLOBE

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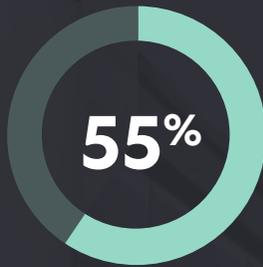
McKinsey found that it's possible to achieve between 40 and 90 percent reduction in cost from automation efficiencies, and increasing consumer satisfaction during the loan application processes boosted revenue in the future.

ING-DiBa in Germany recently allowed customers to digitally submit their information in order to improve internal processing.

Within three months, in excess of 3,000 documents were arriving daily through this new method.



Companies around the world are leveraging the power of PI to better engage with and serve their customers.



In a connected world where 55 percent of consumers are willing to pay more for a guaranteed good experience, companies need to invest in strong, cohesive customer engagement.

Process Intelligence can help your organization to quickly and accurately pinpoint the issues in your business workflow, allowing you to target inefficiencies in your customer onboarding processes.

To discover more about how process intelligence can boost your organization's performance, [download your free copy of our 'How to deliver BIG results in six small steps with process transformation' ePaper.](#)

