



RedFlag™

Proactive Intelligence: The Contact Center Early Warning System

Be Proactive, Not Reactive

All organizations that sell products and services strive to meet high levels of customer satisfaction. Yet many contact centers are basically in reactive mode, waiting for their customers to contact them. What if your contact center could be the first line of defense for preventing customer contact? What if your contact center could help reduce costs and improve customer satisfaction?

Customers typically identify adverse issues well in advance of formal corporate risk management data analysis. However, companies often lack a systematic early warning solution to identify these emerging issues. As a result, many organizations struggle to be proactive and fail to take corrective action to improve their overall performance. Worse yet, organizations often have all the data they need to make better decisions, but are challenged with unlocking and discovering useful information quickly enough to impact service delivery and product quality.

EpiAnalytics RedFlag™ overcomes these problems and helps you quickly identify and uncover key emerging insights from your contact center data so you can improve future business conditions. The solution provides intelligence your organization needs to easily make proactive decisions, simplifying issue identification, and distribute root cause and actionable intelligence to corporate stakeholders.

With proactive intelligence from RedFlag™ you can use customer complaints to discover and fix the root cause of product and service failures quickly.

The contact center is the single largest repository of information about customer experiences and service quality. Analysts report that over 80 percent of customer data

To learn more about EpiAnalytics RedFlag and Text Analytics software, please contact an EpiAnalytics sales representative at: sales@epianalytic.com or by calling 858-381-5700, or you can visit: [www.EpiAnalytics.com /products/redflag](http://www.EpiAnalytics.com/products/redflag)



stored in your CRM or other service & support platforms is unstructured. This information includes:

- Call center notes
- Billing data
- Survey data, and
- Customer emails and complaint records

Features

RedFlag alerts automatically identify emerging issues algorithmically. Alerts include customer comment data, and other structured CRM data providing business analysts the information they need to know when business conditions change and trust that they have the latest information to make the best decisions.

RedFlag™ analyzes 100% of your customer service communications and integration is easy. Alerts are automatically emailed to the relevant staff and include supporting contextual reports accelerating problem resolution by getting to the root cause quickly.

Benefits

RedFlag, reduces the manual effort required to analyze this structured and unstructured data. Reducing this manual effort ensures that the insights derived are timely and actionable. RedFlag™ is the only contact center early warning system that continuously monitors customer service health to help companies saving time, and prevent major issues from growing out of control.



RedFlag™ helps companies:

- Reduce Return Merchandise Authorizations (RMA's), product recalls, and warranty costs through early issue identification
- Quickly detect issues: utilizing automated alerts and continuous analysis
- Promote Six Sigma efforts: so call center personnel can participate in day-to-day performance-improvement initiatives.
- Reduce corporate risk and liability
- Decrease the number of calls to the service desk.
- Monitor your company's reputation and proactively address negative customer perceptions.
- Discover issues while they are still small so you can proactively mitigate them

Low TCO and Rapid ROI

Minimal technical resources are required to deploy and maintain RedFlag™ in your support environment, resulting in a low total cost of ownership and a rapid return on investment. Preconfigured modules for integration with leading CRM software and secured open-API's means you can deploy rapidly with minimal software installation. Preconfigured dashboards and alert templates remove the complexities, time and resources required to create Early Warning analytics and ensures corporate-wide user adoption.

Sample Use Scenarios: Analyzing customer complaint to identify and resolve problems

- Customers worldwide frequently report product and service problems to the company call center. A business analyst at the company receives a RedFlag alert to a new issue being reported by customers along with supporting comments and other structured data stored in the CRM. The analyst identifies the specific problem and root causes and performs a deeper analysis of the issue. In this instance, the analyst finds that the customer-reported issues are related to company's website. The analyst alerts the company's webmaster of the problem and includes customer comment examples to add context. Armed with this supporting data the webmaster immediately fixes the problem. The fast response helps the company capture transactions that would otherwise have been lost and more importantly eliminates the issue for other customers, improving customer satisfaction.
- A consumer packaged goods company, for example, uses RedFlag to identify an ingredient or product design that is causing adverse health effects with customers. As soon as customers start reporting a new problem that the company is unaware of, RedFlag triggers an automated alert to the company's business analysts. The alert contains the relevant underlying customer comments along with any accompanying structured data to help the analyst quickly perform root cause analysis. The analyst informs the product quality engineers of the customer-reported issues. The product quality engineers use the RedFlag proactive intelligence to analyze the situation and determine that the root cause is a specific product design or ingredient. The company stops using that ingredient or design in the manufacturing process and issues a recall bulletin. This quick problem identification and resolution helps the company minimize liability and maintain a high level of customer satisfaction.

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About EpiAnalytics

EpiAnalytics, Inc. provides smart contact center analytics, process automation and early warning solutions to improve customer service performance and efficiencies. Our on-demand text analytics application is used by Global companies to managing and improving the effectiveness, quality and overall experience provided by a contact center.

Become an industry leader. Call us today and get started.

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