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## ClickFox launches CEAI Customer Experience Industry Research

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**13th April 2010** - ClickFox, the pioneering leader of customer experience analytics (CEA) software and solutions, announces the launch of Customer Experience Analytics Insight (CEAI), a new industry research service to map the complete customer experience and identify the greatest opportunity for improvement across interaction channels and key points of service.

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In custom research CEAI engagements, ClickFox's expert professional services team benchmarks an organizations' customer experience against ClickFox's aggregated data repository spanning billions of customer interactions across service channels, and representing customer behavior for over 240 million consumers nationwide.

This wealth of intelligence consistently reveals compelling, highly valuable insights around key service points - across call centers, Web sites, IVR, kiosk, retail store locations and even handheld devices - and, most importantly, how customer behavior within and across channels delivers never-before-seen opportunities for improvement.

Initial CEAI findings reveal a critical need for companies to focus on improving voice self-service:

- Over 40% of self-service interactions result in transfer to a live agent, driving hundreds of millions of dollars in increased operating costs for call centers.
- Deeper analysis reveals that 10% of these interactions transfer due to a failed transaction, and 24% transfer without even attempting self-service, pointing to a need to identify where customers encounter issues to truly make self-service experiences more intuitive and effective.

The most compelling findings and proven best practices of category leaders for optimizing voice self-service is detailed in a market brief, available for download at: <http://web.clickfox.com/ceai-voice-self-service/>.

Based on years of expertise delivering cross-channel insights to Fortune 500 organizations across industries, ClickFox has identified the most critical metrics impacting operational efficiency, customer satisfaction and customer retention, and discovered that relatively small improvements in the right areas can have a major impact on the bottom line, particularly in environments with heavy transaction volumes. A global financial services organization realized over \$60 million in savings after improving their self service containment rate by just 2% with insights from cross-channel analytics.

CEAI industry research will include in-depth industry-specific and cross-industry market briefs that present key findings and trends, identifying patterns across key metrics like first contact resolution, self service effectiveness, customer satisfaction, and customer retention. Data will be available on a quarterly basis, and will grow richer as ClickFox adds new features to its CEA product suite, including executive-level visual comparisons over time.

### ABOUT CLICKFOX

ClickFox is the defining leader of customer experience analytics (CEA) software and solutions. Transcending a limited single channel view, ClickFox CEA patented behavioral analysis engine provides a visually intuitive mapping of all customer interactions-from IVR, retail, web, and email to agent CRM desktops, handheld devices, and interactive kiosks-delivering unparalleled visibility to uncover hidden connections and reveal bottom-line customer insights. Deployed by some of the nation's largest telcos, financial institutions, among other Fortune 500 enterprises, ClickFox has a proven track record of helping world-class service providers dramatically boost operational efficiency and profitability.

Date - 13/04/2010

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