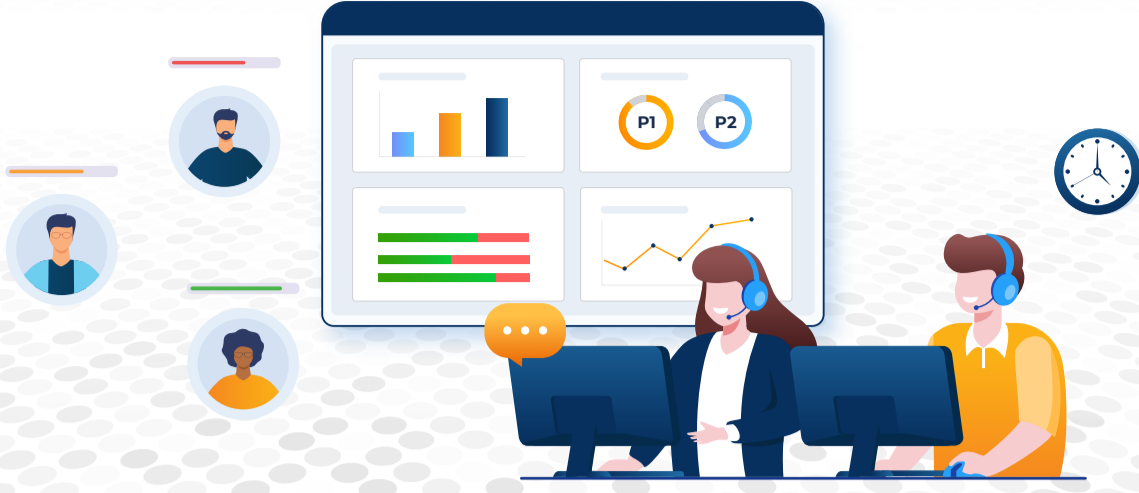# SearchUnify®

COGNITIVE TECHNOLOGY
THE KEY TO PREDICTING & PREVENTING ESCALATIONS IN MODERN SUPPORT

Why Is It Important to Predict And Prevent Escalations?

1. ESCALATION COST IS EXORBITANT
The repercussions of escalations can be minimized if they are anticipated in time. Additionally, you gain a competitive edge through improved cost-advantages.

DID YOU KNOW? | Escalated cases cost more than *10-20 times more than an average case.*[1]

2. ESCALATIONS IMPEDE AGENT PRODUCTIVITY
Escalation of simple and routine cases from L1 to L2 agents only draws away L2 agents' attention from strategic tasks and high-value engagements.

As per TSIA, *28% of CSM's time is wasted in reactive escalations.* | **DID YOU KNOW?**

3. ESCALATIONS IMPACT OVERALL CX & CSAT
Regardless of whether an escalation is under an agent's control or not, it negatively impacts the overall customer experience and CSAT.

DID YOU KNOW? | *91% of unhappy customers don't even give you a second chance; they simply switch brands without lodging a complaint.*[2]

4. ESCALATIONS DAMAGE THE BRAND IMAGE
Customers have an instant outlet on social media nowadays; therefore, venting frustration publicly is a cakewalk—one negative review can take a toll on your brand image.

As per Microsoft, nearly *30% of customers say that the most important aspect of customer service is speaking with a knowledgeable and friendly agent.*[3] | **DID YOU KNOW?**

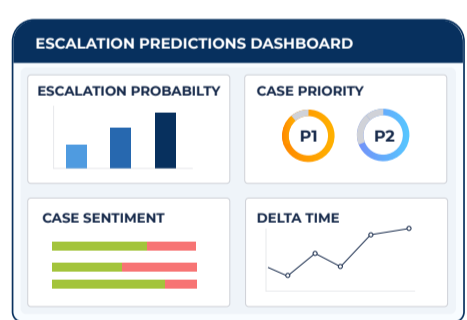## Master Escalation Management With Cognitive Technology

1. MAINTAIN A DYNAMIC INTERNAL KB
Provide a 360-degree view of the enterprise KB regardless of where the information resides and empower support reps with easy access to knowledge without juggling between different consoles.

62% of customers said that a representative's knowledge or resourcefulness was the key to their recent positive service experiences.[4]

2. ROUTE CASES INTELLIGENTLY
Learn words and phrases commonly used in inquiries with AI to identify case context to assign it to the most suitable agent right off the bat and prevent costly escalations.

11 minutes is the average time consumers will wait on hold before hanging up, according to NewVoiceMedia.

3. IMPROVE FIRST CALL RESOLUTION
Enable support reps to provide a relevant first response by equipping them with top SMEs, articles, and related cases to the issue at hand.

516 million hours per year are wasted by frontline service and sales agents to navigate software they find difficult to use.[5]

4. ENSURE REAL-TIME SUPPORT
Leverage customer journey insights generated by smart apps to better train your agents, ensure seamless handoffs in case of escalations, and deliver a stellar brand experience.

96% of customers say customer service is important in their choice of loyalty to a brand.[6]

Sources

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05. https://www.freshworks.com/resources/report/voice-in-the-choice-survey/
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www.searchunify.com | +1 650 603 0902 | info@searchunify.com