

5 Things to Consider

Before You Invest in Behavioral Routing

Instead of looking to do more with less — a traditional cost-saving tactic within enterprise contact centers — successful leaders are doing more with *more* to achieve desired business results. By combining artificial intelligence (AI) with analytics, the contact center can support more meaningful conversations than ever before. Because when your customer support, service, and sales teams have better connections with customers, those conversations lead to transformative business outcomes.

The next-level technology that is gaining rapid adoption across industries is behavioral routing. Rather than pairing customers with agents based solely on availability, behavioral routing uses data analysis and AI to connect customers with the agent best suited for the most productive conversations possible.

It's no secret that operations and customer experience leaders have options when considering the right behavioral routing solution provider. Before you invest in the future of your contact center with behavioral routing, however, be sure to ask yourself and potential providers these five questions.

1

How is data collected?

Some behavioral routing providers access consumer data without an individual's permission from websites such as Facebook and LinkedIn.

Use of this information, including protected class information, may:

- Be prohibited in regulated industries, such as finance, healthcare, and telecom

- Improperly identify a customer's demographics, beliefs, or health
- Provide discriminatory customer experiences or results without your knowledge

If the website of a potential provider doesn't explain how the company gains customer information, be sure to ask and consider the risks associated with those methods.



Furthermore, with the recent EU General Data Protection Regulation (GDPR) legislation, you'll want to ensure that any provider you are considering is in compliance with all applicable GDPR regulations. You want a provider with strong controls to ensure the confidentiality and integrity of personal information. The organization also should have procedures in place to support its clients in data controller roles to enable them to meet their obligations under the new regulation.

2 What security and privacy controls are in place?

Some routing providers process your data in countries with limited data privacy laws, such as Pakistan, Zimbabwe, Honduras, Panama, or Thailand. To avoid your initiative from becoming derailed or receiving pushback from your data privacy and security teams, look for public data privacy certifications, such as the following:



If the provider doesn't have any certifications or best-in-class security and privacy controls in place, strongly consider the risks to your critical customer data.

3 How is the technology implemented?

Customers are the lifeblood of your organization. Some providers take over your call routing infrastructure to enable their behavioral routing product. That means if the routing product fails, all calls cannot be routed to agents and you lose your connection to your customers.

Look for a provider who offers seamless integration and non-interruption in service. **Should the product ever fail, you want to ensure there is no potential impact on mission-critical routing services.**

4 How are results verified and validated?

Another drawback to a provider taking control of your routing is that results are nearly impossible to objectively validate and verify. So if a potential vendor insists on taking over routing in the contact center and is paid a percentage of performance measured, think twice about the risks involved.



Additionally, if a vendor measures performance by using “short intervals (<30 minutes)” or “unbalanced comparison periods,” any reported benefit may be more a result of a measurement bias. Best practice vendors work with you to measure performance that gives you the transparency you desire, while delivering the desired business benefit.

Make sure you have control of your data. Ask potential providers how they safeguard against unverifiable and inflated performance measurement.

5

What other technologies does the vendor have?

While several behavioral routing providers exist, very few offer a full suite of advanced solutions that round out your contact center operations and amplify results. To find a true contact center partner — versus just a vendor — ask what other technological capabilities can be leveraged for aspects of your contact center, such as performance improvement, compliance, analytics, and preparing your contact center for a full AI-transformation.

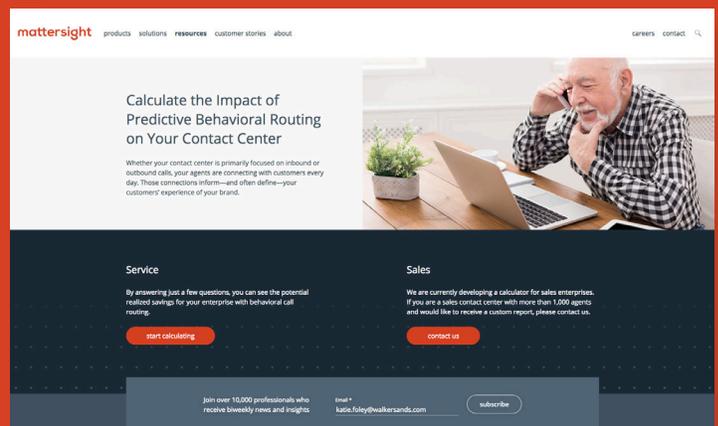
Your Behavioral Routing Checklist

Behavioral routing is the transformative technology that is driving success for businesses around the world. But not all solutions are the same. Before you invest in behavioral routing for your contact center, make sure you’re checking all the boxes:

- Proprietary personality database
- Certified, best-in-class data privacy and protection
- Non-interruption in routing service
- Transparent performance measurement
- Full suite of contact center solutions

Ready to invest in the right behavioral routing solution for your contact center?

Explore what’s possible at mattersight.com.





About Mattersight

Mattersight unleashes the power of personality to improve every interaction with every customer every time. With tools to learn, analyze, and predict customer behavior based on customer conversations, Mattersight helps brands create chemistry with their customers through shorter, more satisfying conversations that increase loyalty.

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