heedbook

CUSTOMER SERVICE EVALUATION THROUGH A NEURAL NETWORK
customer loyalty assessment system

Loyal customer = high profit

The quality of customer service is a systemic problem.
The market dictates the need to improve the service, to keep the target customers.

According to research, increasing the share of loyal customers by only 5% increases the company's profit by 50% or more*. At the same time, most of the clients become profitable only after a year of working with them, respectively, if the client "left" before this time, then he brought losses to the company.

If you do not create a system of quality customer service in your company and do not follow its compliance through regular assessment, it will be impossible to achieve the required level of service

PHILIPS

+69% vs **-24%**

Increase in profits for customers with NPS ** above targeted level ***
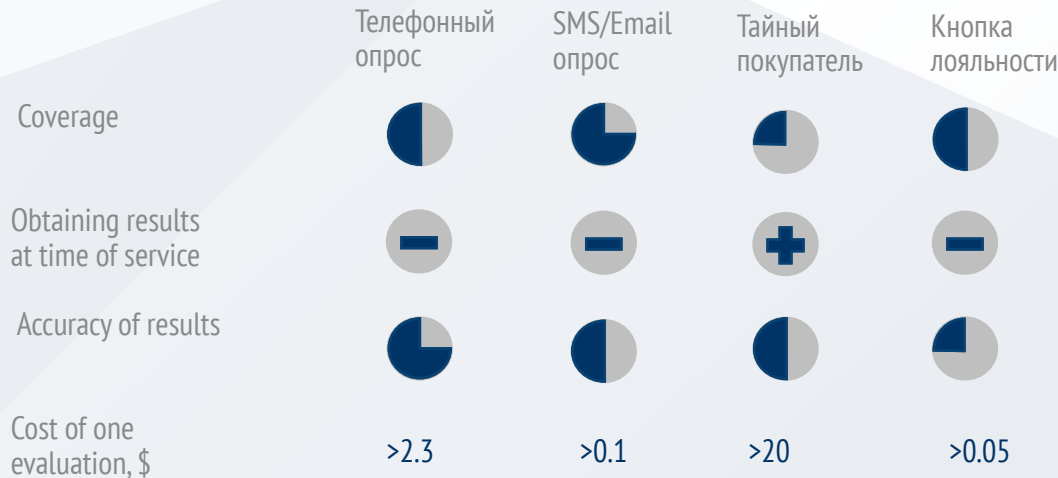
Profit loss from customers with low NPS***

+$25 mm.

additional profit from work with dissatisfied customers ***

*http://www.socialannex.com/blog/2016/02/05/ultimate-customer-loyalty-statistics-2016/
** Net Promoter or Net Promoter Score (NPS) is a management tool that can be used to gauge the loyalty of a firm's customer relationships.
 It serves as an alternative to traditional customer satisfaction research and claims to be correlated with revenue growth
***http://www.adrianswinscoe.com/how-nps-correlates-to-long-term-revenue-growth/

Current quality assessment systems don`t provide a full and an objective view of the market situation

	Телефонный опрос	SMS/Email опрос	Тайный покупатель	Кнопка лояльности
Coverage				
Obtaining results at time of service	−	−	+	−
Accuracy of results				
Cost of one evaluation, $	>2.3	>0.1	>20	>0.05

Current quality assessment systems do not provide 100% coverage of meetings with clients and are not sufficiently informative.

Companies do not have the ability to obtain accurate information about customer satisfaction. To understand the loyalty of their customer database companies have to use several quality assessment technologies.

At the same time, the growing number of surveys tires the customers and gives the opposite effect, reduces loyalty.

The future is the assessment of customer satisfaction at the moment of service

Heedbook analyzes the quality of service and customer satisfaction at the employee's workplace at the time of the visit. Heedbook receives video and audio stream from a web camera. With the help of cognitive services, trained by millions of photos, video and audio dialogs with customers, the system analyzes the data received and provides you with detailed reports on the quality of service and customer satisfaction in your company.

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Analysis of customer emotions

Controlling the specific script

Evaluation of client's attention to dialogue

Watch the customer service in real time

Notifications of events on the front line

Maintaining the customer base

How it works?

1. An employee of the front line at the beginning of the working day enters to the system through the browser

2. Heedbook receives and analyzes the video stream from a web camera in real time in the background

3. Information is processed by intellectual recognition of emotions, speech and other parameters of the client

4. Branch manager and employee of the head office receive detailed information about the quality of the service per customer

5. The result is an analysis of the quality of the customer service by 100% dialogs in real time with a high reliability

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Coverage

Obtaining results at time of service

Accuracy of results

Cost of one evaluation, $ >0.3

Features of the system

Analysis of customer emotions
Heedbook distinguishes eight types of customer emotions. The system will tell you about the emotions of the client only if it is sure of 60% or more. Based on this data, you will be able to evaluate customer satisfaction with a specific visit to your company with high accuracy.

Watch the customer service in real time
It's always interesting how customer service is going on the front line. But the presence of the manager and third parties confuses the client and the employee, distorts the quality of service. Now you can connect to each workstation on the front of the line and watch the customer service in real time or watch the dialogs that have already passed with the client.

Evaluation of client's attention to dialogue
Not only emotions, but also the client's attention is an integral part of the perfect customer service. Heedbook allows you to determine the client's attention to the dialogue with the employee. Now you will know for certain - it was a partnership dialogue or everyone was engaged in their own affairs.

Features of the system

### Controlling the specific script
It's now quite easy to check the specific script for the front line employees. The system translates dialogs into text. You can always easily return to the dialogue with the client, read and see its contents. With HeedBook, you will build a knowledge base for compiling best practices, scripts, etc.

Notifications of events on the front line
Learn about non-standard client situations, for example, exceeding the duration of the normative dialogues, the use of forbidden words on the front line, the aggression of the client. Heedbook analyzes the structure of the dialog and instantly informs you about the events on the front line using PUSH notification to your phone.

Maintaining the customer base
Everyone wants to understand the profile of his client, but it is possible only for customers authorized your systems. With Heedbook, you will be able to analyze the profile of unauthorized customers. With the help of the system of computer vision, the system structures customers by sex, age and presents to you the profile of your client.
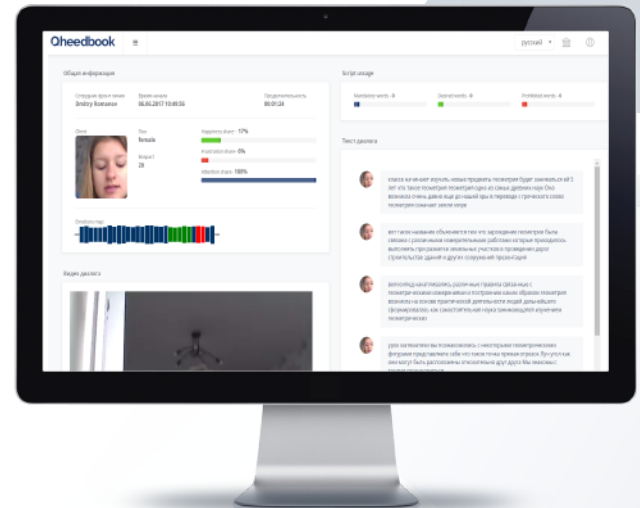
Benefits

More effective than the classical systems of service evaluation
Heedbook assesses the quality of service directly at the time of meetimg, for a particular client, a particular employee, without distortion. Now you do not have to distract the client's time, reduce his loyalty with calls and receive inaccurate assessment as in the case of telephone surveys, or spend considerable funds on mistery shoppers who have long been exposed.

Gamification of high-quality service
With the help of Heedbook, you will be able to determine the champion by customer smiles, the best interlocutor, who is carefully listened to by a client or an employee who accurately uses scripts. The system makes ratings in real time.

No additional software and hardware, work in the background
The system does not require additional server or client equipment, as well as installation of additional software. All you need is a computer with a web camera, Internet access and an Internet browser (Chrome, FF or Opera).

Heedbook is a cross-platform service
Heedbook works in the background - does not prevent the employee from performing his direct duties.
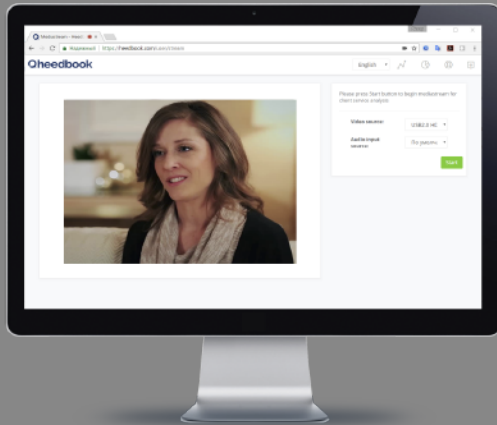
Secure
The system uses Microsoft's secure data protocol and secure storage.

Multilingual
Heedbook understands the speech in 23 languages: English, Spanish, Chinese, Portuguese, French, German, Russian and many others.

Who uses this software

Any company in which there is a personal contact
with the client can use the Heedbook service to change and
improve quality of customer service.

First of all, the product will be useful for:

· Banks and insurance companies

· Service enterprises

· Retail stores and pharmacies

Mobile app

Heedbook + mobility
With the help of a mobile application, you can measure and improve the quality of service and cross-selling from your company's mobile services - DSA, delivery services, security services.

Runs in the background
Like the desktop service, the mobile application works in the background, without interfering with your employee's use of the smartphone to work with other programs.

It works at minimum Internet speed (from 1Mb/s)

Operates with a large number of external cameras
The camera for the mobile application is connected via the standard OTG interface. The service works with most web and spy cameras. You can also use any camera from the list of recommended models that provide the best quality of shooting and mobility.

Is free
Installation and use of mobile applications are free, you only pay for the time of use.

COMING SOON

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Mass Media about us

Microsoft: Analyze and improve your customer service with Heedbook

https://blogs.technet.microsoft.com/bizspark_featured_startups/2017/07/10/analyze-and-improve-your-customer-service-with-heedbook/

TV Channel 360: Meeting with the Moscow region Governor A.Yu. Vorobiev

https://www.youtube.com/watch?v=nCvyKefhM-U

Habrahabr: A story about how cognitive technology helps to keep karma

https://habrahabr.ru/company/microsoft/blog/330942/

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