

Powering Customer Communication with Artificial Intelligence

 mazaru

A partnership with Humanotics helps Mazaru to spend more time improving customer communications and less time analysing them. We built a machine learning solution that automates behavioural science and natural language processing. Clients can quickly see how to improve each customer interaction and can track the impact on key business metrics.

Mazaru makes great customer conversations happen. It helps clients to improve both what they say to their customers and how they say it, in every interaction on every channel.

“We need to analyse hundreds of individual customer interactions in order to understand how our clients talk to customers and where they can improve” explains Fran Fish, Boss at Mazaru. “We have a skilled team but we knew that to scale, we needed to make our approach more systematic and data-driven. We wanted to ‘bottle up’ our expertise in behavioural science and linguistics. The goal was to spend less time analysing and more time delivering improvements” she continued.

A collaboration of experts

Humanotics led the development activity, bringing the architectural vision, project management, Machine Learning expertise and analytical models. Mazaru provided the coding resource and the deep knowledge on linguists and customer behaviour. The visuals were enhanced by a specialist creative agency, 25 Above.

The Mazaru conversational experts explained all the factors that drive customer behaviour through communication. Humanotics took this input and developed a systematic scoring approach for linguistic factors such as Tone of Voice, Readability, Confidence and Rapport Building, based on natural language processing algorithms.

The Mazaru brief

Humanotics was asked to apply artificial intelligence to deliver data-driven insight of customer interactions at scale. The key aims were to:

- Enable rigorous linguistic analysis of written communications content.
- Present results in visually informative and engaging way.
- Automatically create and prioritise recommended actions not just data commentary.
- Ensure it is intuitive and robust so clients could use it themselves with little training.
- Embed industry and best practice benchmarks.

Key Benefits of Insights

1. Identify precise changes you need to make to drive improvements across all your communications
2. Lower risk and costs with an automated Quality Assurance process at scale
3. Know how you rate against industry peers and best practice
4. See how the changes you make will impact your key business metrics
5. Show the impact of your changes over time



Rapid results

Agile development took 9 months and Mazaru Insights, was launched in March 2019. Since then, beta clients have been analysing their communications and taking action based on Insights. Insights has already helped a utility company reduced unnecessary contact relating to engineer visits by almost 20%. They are now using Insights to map the quality of communication across key journeys as well as embed it into the agent-level quality assurance process in the future.

"We knew that bespoke machine learning models would be required as part of the solution" said Dr David Naylor, who led the Humanotics team. "Evaluating tone of voice requires an understanding of context, words and structure which cannot easily be captured with rules and traditional algorithms. So, we developed bespoke natural language models using training data from customer interactions to predict 'Corporate', 'Warm' and other tones." he continued.

"Knowing that the tone of voice in your emails is more Corporate than on your website is not enough" said David. "You need to know what to do to change it. This is a unique part of the solution".

Measuring business outcomes

"The really important aspect of the analysis is how it changes business outcomes" says Fran. "We help our clients to reduce contact, improve customer satisfaction or grow sales. We know what factors will influence these and so the data links directly to these metrics" she explained.

The other important aspect for Mazaru clients has been the benchmarking. Fran explained further: "For instance, we are now able to say to clients 'You want to sound like Virgin Media but you sound more like Boring Bank, and this is what you need to do to change'. That has been very powerful."

Partnership

Humanotics continues to work closely with Mazaru on Insights.

"Humanotics has been brilliant and has bridged the gap from Artificial Intelligence to a real world solution" says Fran. "The team has years of experience in transforming customer operations. They understood how to turn a vision into reality and did that very quickly. We have built a strong partnership and are now collaborating on other AI propositions. It's an exciting time" concludes Fran.

About Humanotics

We help clients to demystify Artificial Intelligence (AI) technologies and get the benefits from them today. We work with clients end to end, advising them on how to get started right through to selecting or building and embedding AI-powered solutions in operations.

