

# AUTOINSIGHTS - UPSTREAM AND DOWNSTREAM ROOT CAUSE ANALYSIS FOR OPERATIONS

*Why? Research has shown that the single largest driver and contributor to customer dissatisfaction is 'unresolved' issues. Where issues are not resolved, the root cause of 'why' is either in the Upstream (business controllable) and Downstream (agent controllable).*

## Overview

The AutoInsights Upstream and Downstream Root Cause Analysis enables call centers to identify and address the factors contributing to unresolved customer issues. This solution leverages structured outputs from advanced AI-driven listeners, offering actionable insights into both business (upstream) and agent-controllable (downstream) factors impacting operational performance.

## Use Case Objectives

### 1. Understand Root Causes of Unresolved Issues:

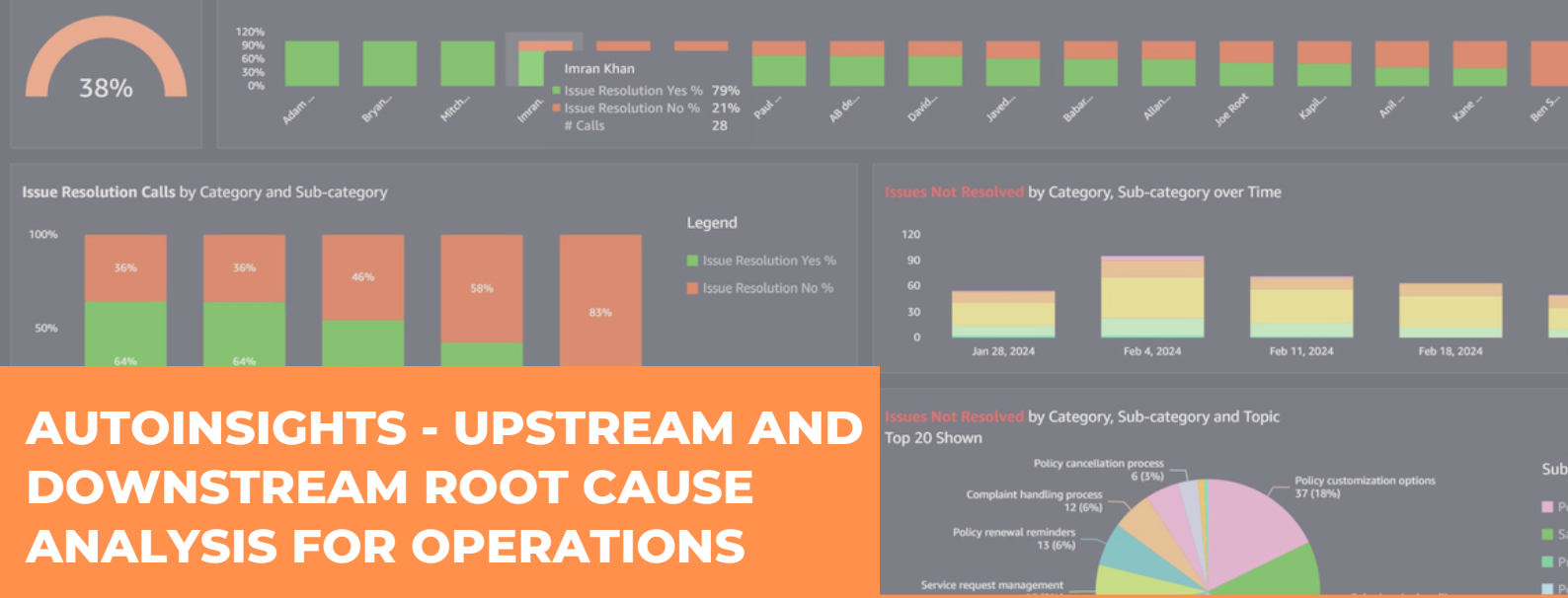
- Identify the primary business (upstream) factors preventing resolution.
- Evaluate agent performance (downstream) using predefined metrics for customer experience.

### 2. Enable Data-Driven Decision-Making:

- Provide actionable insights to improve training, coaching, and process optimization.
- Support targeted interventions to enhance customer experience and operational efficiency.

### 3. Visualize Trends for Continuous Improvement:

- Deliver clear, trendable data to identify recurring issues and track the impact of operational changes over time.



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## Key Features

### 1. Upstream Analysis (Out of Agent's Control)

- **Focus:** Systemic or business-related factors hindering resolution.
- **Categories:**
  - **Process/Policy Limitation:** Restrictions due to complex procedures or turnaround times.
  - **Product/System Issues:** Technical errors, system downtime, or broken features.
  - **Customer-Related Factors:** Missing documentation, customer delays, or preferences.
  - **Business Process Breakdown:** Incorrect transfers, escalation failures, or departmental miscommunication.
- **Output:** Identifies the primary upstream issue per call with an explanatory comment.

### 2. Downstream Analysis (Agent Controllable)

- **Focus:** Agent performance metrics affecting resolution, scored using predefined CX QA Listeners:
  - **Knowledgeable and Credible:** Agent's ability to convey accurate, clear information.

- **Empathy:** Demonstration of understanding and concern for the customer's needs.
- **Understanding:** Ability to comprehend the customer's issue and requirements.
- **Friendliness and Professionalism:** Courteous, professional interaction, avoiding slang or inappropriate language.
- **Output:** Highlights areas where agents scored "No" with actionable comments for training or coaching.

### 3. Final Agent Actions

- **Focus:** Captures how agents concluded unresolved calls, categorized into:
  - Call Transfers
  - Follow-up Actions
  - Documentation Sent
  - Guidance Provided
- **Output:** Provides an overview of agent efforts and supports recommendations for process adjustments.

## Benefits for Operations

- Balanced Analysis:**
  - Separates uncontrollable upstream factors from agent-controllable downstream factors, ensuring a fair evaluation of performance.
- Targeted Training and Coaching:**
  - Downstream insights enable precise identification of skill gaps for training (e.g., knowledge, empathy, professionalism).
- Systemic Issue Resolution:**
  - Upstream analysis highlights policy or system-level inefficiencies, enabling process improvement.
- Enhanced Visualization:**
  - Dashboards and trend reports in BI tools (e.g., QuickSight) provide clear, actionable insights at both call-level and aggregate levels.
- Improved Customer Experience:**
  - By addressing both systemic and agent-driven issues, the solution enhances the likelihood of first-call resolution.

## How It Works

- Data Input:** Analyze call summaries, listener scores, and comments for all calls marked as unresolved (Issue Resolution = "No").
- Analysis:** Categorize upstream and downstream factors using predefined standards.
- Output Generation:** Produce trendable data with recommendations for both operational improvements and agent coaching.
- Visualization:** Deliver insights through interactive dashboards, allowing clients to explore root causes and track progress over time.

## Key Deliverables

- **Root Cause Report:** Highlights upstream and downstream factors contributing to unresolved issues.
- **Agent Performance Insights:** Provides actionable feedback on key CX metrics (knowledge, empathy, etc.).
- **Visual Dashboards:** Interactive views of trends and issue drivers for decision-making and continuous improvement

