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CallMiner Continuum Maturity Scale Owner's Manual

Contents

CallMiner

CallMiner Continuum Maturity Scale

CallMiner Maturity Model

The CallMiner Maturity Model is a first-of-its-kind maturity scale designed to assess and implement conversation analytics. It helps organizations chart their evolutionary path in attaining improved maturity across people, processes, and technology. This model considers the following key dimensions that have the greatest influence in operationalizing a program:

Conversation Analytics Team|
The program needs to have insight-focused personnel that is properly trained with guidance that considers strategic goals as well as tactical objectives.

Data Strategy
The ability to access data sources from across the organization will inject powerful context to customer calls and add focus to what matters most to the overall experience across the customer lifecycle.

Continuous Improvement
Charting an organized approach to change by identifying specific opportunities for improvement and persistently monitoring the execution plan and results.

Governance
Critical to maintaining data reliability, integrity, and alignment to business goals. Governance includes both program charter and access administration.

Executive Engagement
Sets the tone and focus for the program and ensures the team is progressing, program initiatives are aligned to strategic goals, and value checks are taking place along the way. A maturity assessment should be conducted at the outset of a program to identify strengths and opportunity areas and then revisited on a regular basis to evaluate progress. Participants should include program managers, executive sponsors, and even outside business stakeholders to best take advantage of the benefits available from a full view of the program. The maturity model concept was initially conceived by the U.S. Department of Defense in the 1990s to assess the ability of software providers to deliver on projects. The concept has since been adopted and modified across multiple fields to help organizations chart their evolutionary path in attaining improved maturity across people, processes, and technology. Successful conversation analytics programs require a complete understanding of the operational and technical considerations that impact the program. Engagement analytics can become a transformational tool, but it requires strategic coordination across business units to deliver the highest return on investment. A maturity model customized to the needs of a conversation analytics program identifies the most impactful attributes for sustained success and provides a framework of best practices to strive for in order to improve maturity and results.

Product Usage Instructions
To best take advantage of the benefits available from the CallMiner Maturity Model, conduct a maturity assessment at the outset of a program to identify strengths and opportunity areas. Revisit the assessment on a regular basis to evaluate progress. Participants should include program managers, executive sponsors, and even outside business stakeholders. The model considers key dimensions that have the greatest influence in operationalizing a program, including the Conversation Analytics Team, Data Strategy, Continuous Improvement, Governance, and Executive Engagement. Increasing maturity in these dimensions brings benefits of benchmarking and defining ROI, implementing continuous improvement, and prioritizing projects that support organizational goals. Successful conversation analytics programs require a complete understanding of the operational and technical considerations that impact the program. Use the maturity model customized to the needs of a conversation analytics program to identify the most impactful attributes for sustained success and provide a framework of best practices to strive for in order to improve maturity and results.

Operational

Maturity
Understanding the Impact and Benefit of Conversation Analytics

A maturity model is a powerful tool to help organizations objectively assess their functional capabilities compared to best practice recommendations. It helps target the tactical and strategic resources upon which they need to focus or invest to reach the next level of success and return on investment. It also highlights the factors across the organization that have a significant impact on success. By identifying these accelerators, program owners and executive sponsors can be aware of the organizational alignment needed to build and grow their analytics initiatives.
A maturity assessment should be conducted at the outset of a program to identify strengths and opportunity areas and then revisited on a regular basis to evaluate progress. Participants should include program managers, executive sponsors, and even outside business stakeholders to best take advantage of the benefits available from a full view of the program.

Background
The maturity model concept was initially conceived by the U.S. Department of Defense in the 1990s to assess the ability of software providers to deliver on projects. The concept has since been adopted and modified across multiple fields to help organizations chart their evolutionary path in attaining improved maturity across people, processes,es, and technology. Most maturity models follow an evolutionary path framework that describes proof points of the process and considers the technologies in place. Requirements and milestones allow organizations to objectively evaluate where they stand today and where they need to go relative to their industry segment and business goals. The maturity model becomes the "best practice" foundation to categorize how organizational ability holistically impacts business results.

Applying to Conversation and Engagement Analytics
Successful conversation analytics programs require a complete understanding of the operational and technical considerations that impact the program. Engagement analytics can become a transformational tool, but it requires strategic coordination across business units to deliver the highest return on investment. A maturity model customized to the needs of a conversation analytics program identifies the most impactful attributes for sustained success and provides a framework of best practices to strive for in order to improve maturity and results.

A conversation analytics maturity model should consider the following key dimensions with greatest influence in operationalizing a program:

Conversation Analytics TeamT

he program needs to have insight focused personnel that are properly trained with guidance that considers strategic goals as well as tactical objectives.

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Sets the tone and focus for the program and ensures the team is progressing, program initiatives are aligned to strategic goals, and value checks are taking place along the way.
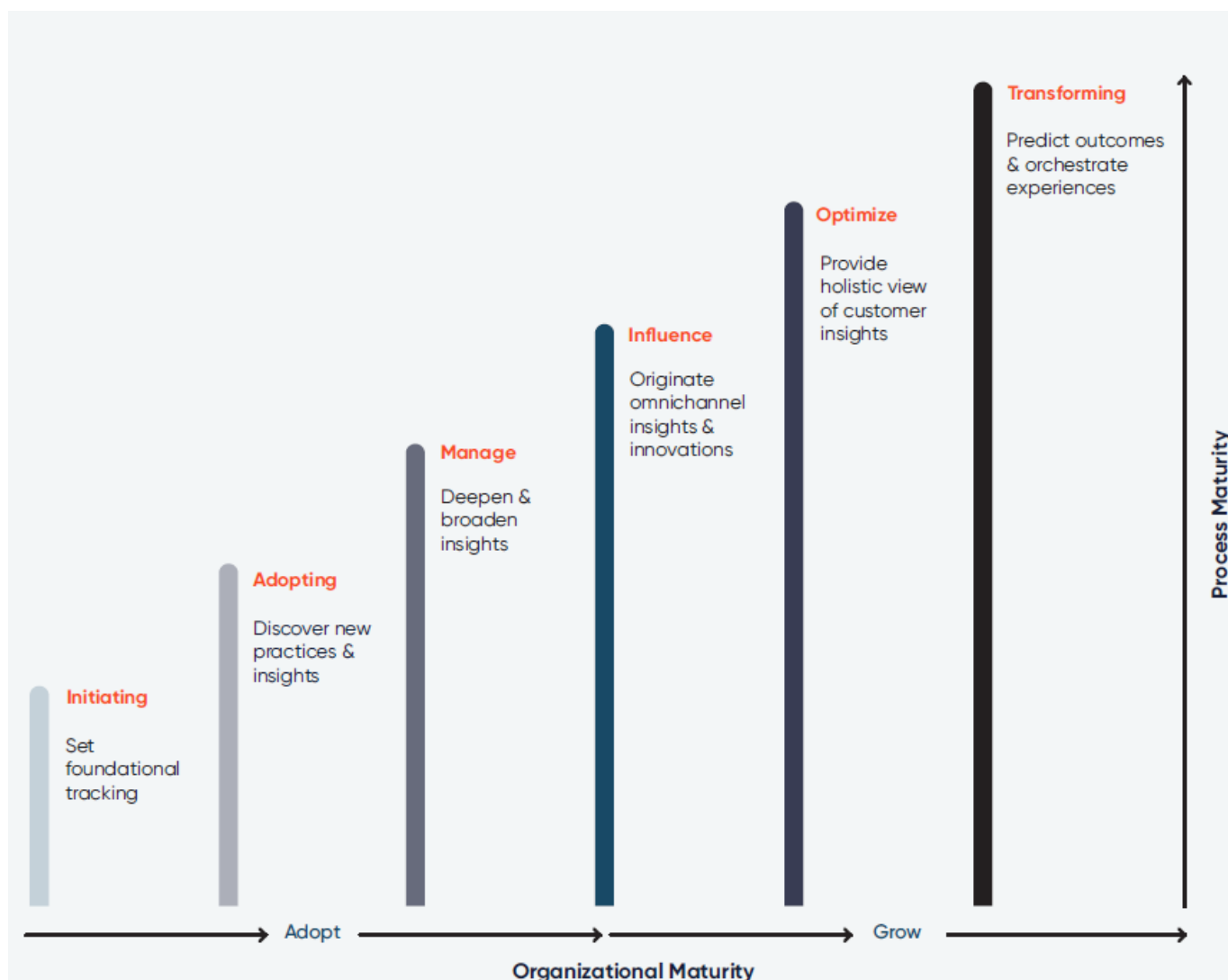
Increasing maturity in these dimensions brings benefits of benchmarking and defining ROI, implementing continuous improvement, and prioritizing projects that support organizational goals.The CallMiner Maturity Model offers a first-of-its-kind maturity model designed from years of speech and engagement analytics experience via the CallMiner Customer Success team.

It is designed to help CallMiner users and those considering engagement analytics understand the critical elements that contribute to their ability to operationalize a conversation analytics program for maximum results. The program offers an objective perspective of each organization's current state within a horizon of "where we are today" along with aspirational goals that span people, process and technology.

The maturity model helps characterize conversation and engagement analytics program variables into measurable factors that support corporate goals and drive a program roadmap focused on valuable results.

Conversation Analytics Maturity Model

Transforming
Predict outcomes & orchestrate experiences

Optimize
Provide holistic view of customer insights

Influence
Originate omnichannel insights & innovations

Manage
Deepen & broaden insights

Adopting
Discover new practices & insights

Initiating
Set foundational tracking

Adopt — Grow —

Organizational Maturity

Process Maturity

Key Attributes

Establishing a framework for revealing the most impactful insight and then ensuring a foundation to persistently drive meaningful action is core to the Maturity Model. Factors that establish confidence include:

Experience

BasedThe program is founded on operational wisdom distilled from years of hands-on work by the CallMiner Customer Success team with customers across a wide range of use cases and industry segments. Conversation analytics program success examples and pitfalls previously encountered or anticipated are considered for a model backed with proven confidence.

Aspirational and Non-linear

Maturity growth is not locked within a serial timeline. Some dimensions may mature faster than others but organizations will have goals on the horizon to programmatically work toward.

Holistically Comprehensive

Tactical guidance is packaged with strategic consideration to ensure results align with corporate goals and return on investment expectations. The program ensures that conversation analytics deployments leap the insight-to-action gap, incorporating the influence of people, processes,es, and technology throughout an organization.

Outside-in Perspective

The Maturity Model considers the influence of technology users, business stakeholders, and corporate goals within an ongoing timeline. This broad perspective works to ensure the awareness or analytics value becomes organizationally pervasive and the benefits of a conversation analytics program are maximized.

Key Attributes

A maturity model on its own does not guarantee success. Rather, a maturity model presents an objective measurement framework to help gauge where you are today and what you need to accomplish for success. The following highlights how you can most effectively take advantage of the Maturity Model:

Existing CallMiner User

Current State Measure

Helps users evaluate where they stand in comparison to conversation analytics best practices. An objective maturity model measurement contributes to near term action priority, root cause problem resolution, and an opportunity to assess resources.

Organizational Engagement

Executive commitment and cross-departmental analytics engagement are areas where the Maturity Model can assist. The program outlines attainable business goals for analytics results and influence to help CallMiner users build enthusiastic support in and beyond the contact center.

Roadmap for Success

Objectively charts the horizon for near-and long-term achievement with best practices objectivity. "Beyond technology" elements are especially notable as conversation analytics becomes part of an organization's culture.
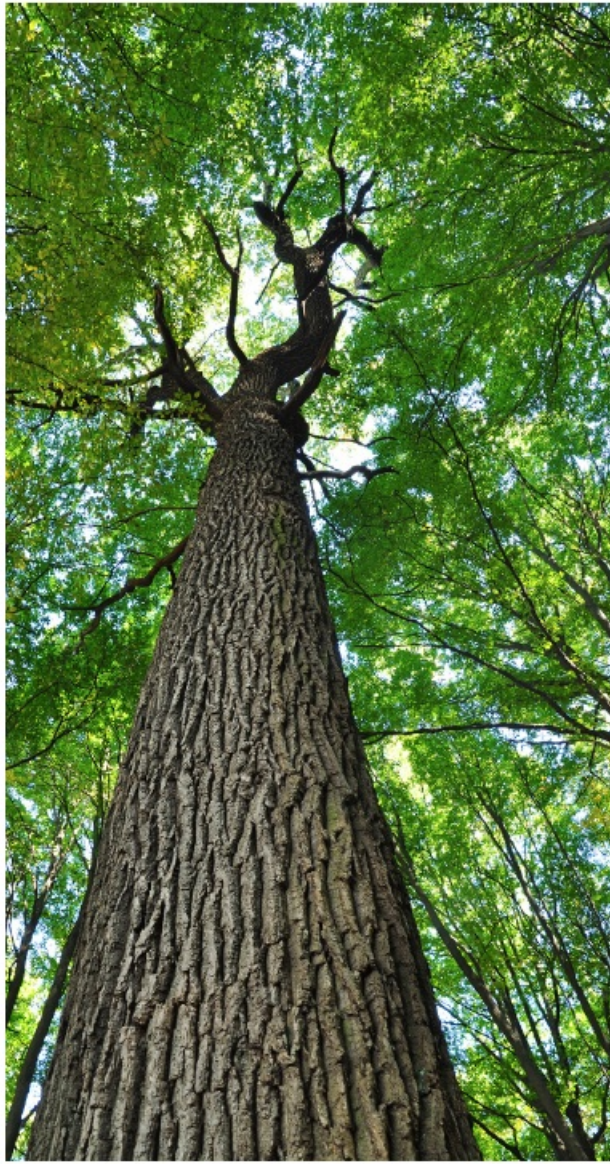
Prospective Conversation Analytics User

Menu for Success
Conversation analytics is new to many. Or, there may have been an analytics solution used that did not achieve desired results. The Maturity Model presents the spectrum of what's required with detail to set expectations that analytics success is a continuous process.

Yardstick for Comparison
Evaluating vendor solutions takes effort. The program provides a "stake in the ground" indication for optimizing success with a solution. Those considering conversation analytics can use it to outline what best practices entail, as well as how competitive solutions might address the key attributes outlined within the Maturity Model.

Education for Team
Buying decisions tend to involve teams, with stakeholders frequently spanning different parts of an organization. The Maturity Model helps conversation analytics influencers and users understand the full range of elements needed to accelerate success.

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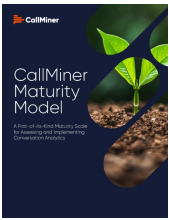
About CallMiner

CallMiner is the global leader in conversation intelligence to drive business performance improvement. Powered by artificial intelligence and machine learning, CallMiner delivers the industry's most comprehensive platform to analyze omnichannel customer interactions at scale, allowing organizations to interpret sentiment and identify patterns to reveal deep understanding from every conversation.
By connecting the dots between insights and action, CallMiner enables companies to identify areas of opportunity to drive business improvement, growth, and transformational change more effectively than ever before. CallMiner is trusted by the world's leading organizations across retail, financial services, healthcare and insurance, travel and hospitality, and more.

A First-of-its-Kind Maturity Scale for Assessing and Implementing Conversation Analytics

Documents / Resources

	CallMiner Continuum Maturity Scale [pdf] Owner's Manual Continuum Maturity Scale, Maturity Scale