

## The CEO's top 3 advice to quality conversations in 2023

High quality conversations are all about finding the right phrases and timing, and knowing what works. Capturi's CEO, Tue Martin Berg, guides you through concrete and ready-to-use advice that will help you exceed your customers' expectations.

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## Identification of key topics saves Danish energy company EUR 160,000 annually

Replacing manual and time-consuming processes with automated solutions saves companies both time and money.

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KEY TOPICS

# CAPTURI DAILY

Value-creating conversations start here

Volume 1

## Energy prices double the amount of phone calls to Scandinavian customer centers in the energy industry

Across Scandinavia, customer centers face an exploding quantity of customer inquiries related to payment. This is driven by the energy crisis and rising inflation, which impact individual families and companies significantly. Capturi's CRO, Jacob Emil Opstrup, dives into the typical customer service inquiries and shares Capturi's best advice. [Continued on page 3](#)

## How to avoid misunderstandings in customer conversations

**Guide:** how to communicate clearly and why it is necessary to always have in mind.

 **Kathrine Rabjerg Hansen**  
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Customer centers struggle with repeat calls. In fact, during 2023, as many as 6% of all customer conversations in Scandinavia were repeat calls. In some cases, upwards of 30%.

One way to ensure that customer conversations are of high quality is to make sure that the employees actively try to avoid misunderstandings. While misunderstandings cannot be completely avoided, it is important that employees try to pass on

as much information as possible, otherwise customers may call back even if their problem has already been resolved.

"Be transparent and specific in the way you communicate with customers," says Tobias Troelsen, CAO at Capturi and elaborates: "customers cannot read minds. Therefore, you should strive toward being as precise as possible when communicating with customers. E.g., you should avoid using vague expressions such as: "You'll hear from us", or "It won't take long"."

And Tobias adds: "In the case where the problem isn't solved within the given timeframe, make sure to contact the customer pro-actively and give them the update." ■

## Fintech company Lunar achieved savings equivalent to 7 full-time positions

**Customer case:** The banking solution Lunar has offices in Denmark, Sweden, and Norway, and has been experiencing a huge growth in customers after they got their banking license and launched their business product. Therefore, they invested in technology to facilitate better customer experiences and ease their agents' workload.



 **Jacob Emil Opstrup**  
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According to former Director of Customer Service, Christian Strøm, Lunar's new banking license and expansion resulted in extra focus on customer service: "The overall growth

has led to a large increase in customer inquiries by telephone, as well as the need to recruit and onboard many new agents for a complex industry". He points out that AI and conversation analysis helped their team get a better overview over the calls.

Specifically, Lunar is able to quantify the number of calls about a given subject and collaborate with their tech department to ensure that they focus on the most important features to provide better customer experiences and limit the number of customer calls. Along with the quantification, Lunar uses library snippets to share examples of specific issues.

"In fact, with these insights, we've managed to achieve savings equivalent to 7 full-time positions," Christian Strøm says, and adds: "and that's more than we could've asked for". ■



# The CEO's top 3 advice to quality conversations in 2023

**High quality conversations** are all about finding the right phrases and timing, and knowing what works. Capturi's CEO, Tue Martin Berg, guides you through concrete and ready-to-use advice that will help you exceed your customers' expectations.



**Tue Martin Berg**  
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Capturi's software provides an overview of the most typical queries in customer centers and what tactics work when handling complex and difficult customer conversations.

CEO, Tue Martin Berg, guides you through the typical inquiries based on analyses of more than 30 million Scandinavian customer conversations.

## Express empathy, presence, and calmness

The first, and most important, advice is to show empathy and understanding for the customer's situation. Tue Martin Berg explains, "Empathy is the ability to understand customers and put yourself in their shoes," and he elaborates that phrases such as "I understand" and "I'm sorry to hear that" have shown to be particularly effective.

"Empathy is a great tool to increase customer satisfaction because it puts a human face on your company. And when agents express that they understand the frustration or problem, it is easier to find a common solution that is sustainable because the agent and the customer are at eye level," says Tue Berg.

Yet, new research from Capturi shows that empathic language is only



shown in 26% of customer conversations. Tue Martin Berg finds this worrying: "When you look at the statistics, there is a huge potential that is not being utilized. And that is a shame when there is so much to be gained by focusing on empathy."

## Involve customers throughout the conversation

Another piece of advice from Tue

Martin Berg is that you should involve the customer in every step of the customer conversation.

He adds that "it is extremely important to actively listen throughout the conversation and identify customer needs along the way. This could be done by using phrases such as: "Did I understand this correctly?" or "Now that your problem has been

solved, do you have any additional questions?". By identifying needs during the conversation, you will reduce the likelihood of the customer being left with loose ends".

## Impress customers

Especially during uncertain times, it is more important than ever to give customers a wow experience, so you remain their preferred supplier in

your field. "It is important to give a positive impression of you as a company. In fact, customers are often willing to remain loyal if you go the extra mile for them."

Providing a WOW factor could for instance be pro-actively following up on requests or sending customers follow-up emails or messages. ■

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# Danish newspaper increased win-back rate by 66%

As one of Denmark's largest newspapers, it is important for Jyllands-Posten to listen to their customers and to continuously adapt subscription types to their needs. So, as Jyllands-Posten's customer service department increased their focus on win-back, it was important that the dialogue happened on the customers' terms.



**Kathrine Rabjerg Hansen**  
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According to Jette Padkjær, responsible for day-to-day operations in Jyllands-Posten's customer service department, the reason their win-back rate has improved by as much as 66% is strategic conversation designs, an even greater focus on uncovering customers' needs, and learning from their customer conversations.

She elaborates that if you would like to win back customers, you must understand customers' concerns and meet them with the correct strategy:

"When it comes to winning back customers, there isn't a one size fits all," Jette Padkjær says, "we must understand why customers consider canceling their subscription and what we can do to help them. They might get another subscription, additional support, or a change in pricing".

This is where conversation analysis has shown to be crucial: "It gives us learnings in terms of what our customers value most when they consider canceling subscriptions," she says. "Also, we gain insight into which retention strategies typically work based on our own data. And last

– but definitely not least – a dashboard motivates our employees by showing the progress they've already accomplished within this area."

Jacob Opstrup, CRO at Capturi, agrees that the conversation design play a crucial role. He points to new research from Capturi, which indicates that retention rates can be optimized by +30% if you focus on optimizing dialogues. At the same time, he stresses that the extra time an agent spends on conversations is not wasted if the customer decides to cancel anyway, as they might still speak positively about your service. ■

## The secret behind Jyllands-Posten's win-back rate

Jyllands-Posten's customer service department uses conversation analysis to turn their cancellation calls into retention dialogues.

E.g., they have developed retention dialogues to ensure that customers feel understood when they consider canceling their subscription. During the conversation, customer service agents must:

- acknowledge the cancellation
- identify customer needs
- ask in-depth questions
- personalize the customer relationship
- make customized offers

# Large Danish media company boosts customer satisfaction by 62% by using AI and conversational insights

Customer service director from Danish media company Jysk Fynske Medier, Helle Olesen, explains that they have used empathy and positive language to increase customer satisfaction by as much as 62%



**Kathrine Rabjerg Hansen**  
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As the second largest privately owned media company in Denmark, Jysk Fynske Medier handles many different types of calls every day. Even though there are multiple different questions and answers during a workday, there is one thing that is consistent in the Jysk Fynske Medier's customer center: empathetic and positive language towards the customers.

"It is important that we deliver good service in all calls – not just the ones where customers are dissatisfied or where problems are particularly difficult to solve. Because to us, good service is way more than just solving issues quickly," she says.

Jysk Fynske Medier has used Cap-



turi's conversation analysis technology to improve overall conversation quality, free up valuable time, and solve business-critical problems. Helle Olesen says: "We use Capturi to improve our conversations. And one thing we quickly found out was that empathy is super important when it comes to improving our customer satisfaction level".

If companies do not have the ability to use assistive technologies to gain insights about their business, she has

some advice: "Standardize conversations so that all customers experience the same high-level service. The best way to do this is to focus on your language use and service," she says, concluding: "Our experience is that this type of standardization requires an active focus on changing employee habits. It does pay off, as employees quickly experience a difference in customer mood and cooperation when they express understanding towards customers". ■

# Energy prices double the amount of phone calls to customer centers in the energy industry

Across Scandinavia, customer centers face an exploding quantity of customer inquiries related to payment. This is driven by the energy crisis and rising inflation, which impact individual families and companies significantly. Capturi's CRO Jacob Emil Opstrup dives into the typical inquiries and shares Capturi's best advice.



**Jacob Emil Opstrup**  
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Conversation analyses from Capturi show a noticeable trend of increasing inbound call quantities as well as dissatisfaction and frustration among customers. But according to Jacob Emil Opstrup, there are more things you can do to maintain good service levels.

"We see that financial issues are in customers' minds, and they are worried. That is why it is important that customer centers understand the customers' concerns and are solution-oriented."

According to new research from Capturi, up towards 70% of all customers in the energy sector men-

tion billing. And a whopping 33% of these customers cannot afford to pay their bill on time. How customer service departments handle these inquiries matters a lot, and according to Jacob Emil Opstrup, it is not enough to find solutions to payment problems or issues. Employees also need to go the extra mile to improve the company's service level.

"Service is about showing empathy for customers," he says, adding, "Positive language is particularly important in this case. In fact, we experience that using positive and empathetic language can increase the likelihood of satisfied customers by as much as 30% in conversations concerning energy prices." ■



# Identification of key topics saves Danish energy company EUR 160,000 annually



Replacing manual and time-consuming processes with automated solutions saves companies both time and money. This was the experience of a large Danish energy company when they started automating the tracking of their key topics in 2022.

## Automatic identification of key topics

Automatic identification of key topics means that typical customer inquiries are automatically divided into different categories. This provides an easy overview of how often customers contact customer centers about invoices or how they refer to their external communications.

 **Jacob Emil Opstrup**  
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The customer service manager of the Danish energy company is satisfied with the implementation of Capturi's automatic identification of key topics. He emphasizes that although the technology is complex, it has been surprisingly easy to use and get value from:

"One of the key advantages is that we are notified when we see an increase in the number of customer inquiries on a given topic. It's super important to us that we can use that knowledge to help agents handle the most important calls as they happen. At the same time, it can also free up time for agents to spend on improving customer relations".

According to the customer service director, the company's time saving in the customer center is not the only benefit: "One of the most important benefits of this automation is that it saves customers from spending their time calling our customer center, because we can clarify and inform more about the most important issues on the self-service pages."

He also stresses that it is such initiatives that help ensure companies and employees can spend their time more wisely. ■

## Quiz

### Rank key topics in a top 10: Which key topics are the most common

Capturi has just launched a time-saving feature that frees up valuable time in the customer center. Based on analyses across 30 million calls, we have listed the 10 topics that customers most often ask about, in no particular order.

#### List the key topics in the correct order

1 is the topic most frequently addressed by customers, and 10 is the topic least frequently addressed by customers.

- Questions about self-service
- Technical assistance
- Questions about communication
- Questions about product
- Questions about payment
- Inquiries about cancellation of subscription or service
- Complaint
- Change of customer information
- Questions about delivery
- Questions about order

[See answer on the back page](#)



# 70 customer service directors' advice for improving efficiency

**On average**, department savings of between 10-20% can be achieved if customer service departments optimize operations. In September 2022, more than 70 customer service directors and experts gathered to discuss the most important issues in customer service. Among other things, they discussed the problems and solutions related to information seeking.

 **Tobias Winther Troelsen**  
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With many daily requests, which can often be diverse, complex, and contextual, it can be difficult for agents to present a concrete solution each time. That is why it is important that agents have quick and easy access to relevant information.

## Improve coaching and onboarding

Research from Capturi shows that newly hired agents need to search for information in as many as 30% of all conversations. Therefore, onboarding is an obvious focus area.

In this context, customer service experts point out that you should structure your data properly. One of the ways to organize data in a structured way is to create dedicated audio libraries or categorize the conversations into clear and comprehensive overviews that can be discussed in staff or management meetings. In this way, agents are constantly exposed to good examples of high-quality conversations.

## Establish a knowledge database

Something else that the customer service directors also widely agree upon is that customer centers should

establish a common knowledge database to which both agents and management should have access. In this database, management should gather all available and relevant information under categories such as billing, IT problems, or retention.

It makes for a much better experience when agents have enough knowledge to share. In conversations where they do not have sufficient knowledge, we clearly see lower customer satisfaction and much longer conversation time.

## Automate as much as possible

The 70 customer service managers believe that the process of seeking information should be simplified, and effort should be put into getting the customer in the right phone queue and department swiftly. There is a general agreement that customer centers should link information such as order numbers or customer ID numbers to customers' phone numbers or set up an IVR (Interactive Voice Response).

If customer centers link each customer or order number to the customer's phone number, agents can quickly see if the customer has called them in the past. In addition, the agent immediately gets relevant information about customers' subscription or product type. In this way, information on the relevant product



or subscription can be retrieved more quickly while the customer presents his problem.

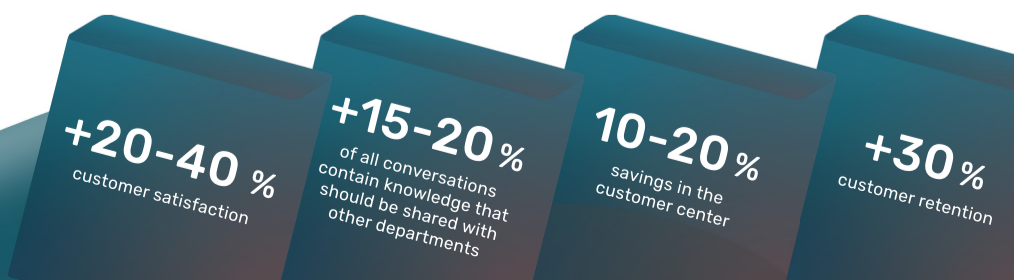
Another way to ensure that customers are redirected to the right phone queue is to implement IVR, where the customer enters any rele-

vant customer information before being redirected to the right agent if the customers did not get the necessary information from the IVR. ■

## 3 facts about information retrieval

1. Results from Capturi's latest survey show that customer satisfaction drops dramatically when agents search for information. If an agent searches for information in systems or with another colleague, the customer satisfaction drops by 23%.
2. One of the most frequent information retrievals is when the agent manually asks for the customer or order number. Satisfaction in the final part of the conversation is on average 9% lower in this type of call.
3. Even though customer satisfaction is generally lower in technical support calls, the satisfaction level decreases less when the agent searches for information. In these calls, customer satisfaction decreases significantly, by 20% less than in service conversations.

Value-creating conversations start here





# Customer service expert: Many agents misunderstand the purpose of retention calls

**Debate:** Lise Gøtttsche, owner of the consultancy WHI and customer service expert, has been working on optimizing customer conversations for more than 15 years. She points out that the aim of retention should not primarily be to retain all customers, but to get to know customers' behavior patterns.



**Kathrine Rabjerg Hansen**  
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It has become easy to cancel subscriptions and investigate new solutions for customers that are not fully satisfied with a given service or product. As new customers are expensive to gain, it is important that companies retain the ones they already have.

But even if you have a dedicated customer retention department, that does not necessarily mean retention should be the only goal if you ask customer service expert Lise Gøtttsche: "It is a misconception that you have to persuade customers to keep buying your product," she says, "retention is, of course, the ultimate goal, but the conversation itself should be driven by curiosity rather than per-

suation."

And curiosity, she says, is the path to increased retention and more ambassadors. "Your only goal in the beginning of the conversation is to be calm. Usually, customers calling to cancel their subscriptions are in a state of discomfort. Turn the conversation around by asking them for their basic customer information, creating a space to start a casual conversation while you look them up in your system. Now, use that space to pivot the conversation towards what type of value they have experienced from your product. This will put you in the best possible spot to understand their needs in depth."

According to Lise Gøtttsche, this does not only facilitate better dialogues, but also has a reassuring ef-

fect on the customer. Once customers explain their considerations, agents can offer customized deals, other solutions, or come to an agreement with customers that cancellation is right for them.

Lise Gøtttsche also believes it is important to remind the customers that they still have access to the product until the cancellation date.

If agents handle retention conversations like this, companies will at best have an ambassador who will most likely speak well of the company in the future. ■



## Ideal retention dialogues

**Guide:** In collaboration with some of Denmark's leading retention experts, we have developed specific strategies that will turn your cancellation calls into retention dialogues.



**Kenny Jepsen**  
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The most important parameter for having a good conversation is not necessarily that you retain the customer here and now, but rather that you learn why customers are calling your company with cancellation considerations. This is valuable informa-

tion that you can use to prevent future customer churn.

According to leading customer service experts, agents should:

1. keep calm from the beginning of each conversation because customers often can be defensive by nature.
2. validate customers' basic information as a transition to needs assessment.
3. identify customer needs and explore how they have used their subscription, for example by using

phrases such as: "What kind of value have you got from the subscription?"

4. personalize the customer relationship. E.g., by saying: "We're sorry to lose you as a customer".

5. present their best offer, matching the customers' needs.

6. If agents fail to retain a customer, they should focus on ensuring that the customer continues to get value from the subscription until it expires. This type of dialogue facilitates ambassadors and retains even more customers than you think, as they may return to your company instead of an-



other when they need a service like yours.

In addition, you should see retention conversations in a wider customer journey perspective and pass on the

way of conducting dialogue to other departments. If you already know why the customer has churned, colleagues in the sales department can use that knowledge when they call the customer again. ■



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## Capturi was finalist in Ernst & Young's Entrepreneur of the Year award show 2022

Capturi's CEO, Tue Martin Berg, describes the nomination as a pat on the back for the whole company, who has developed and refined the speech recognizer themselves in close collaboration with companies.



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On 2nd November 2022, Ernst & Young hosted the Entrepreneur of

the year awards show for the Danish region of Central Jutland, where Capturi was one of three finalists in the start-up/scale-up category.

According to Tue Martin Berg, one of the reasons for Capturi's success is that it is an agile software that is continuously developed in close collaboration with customers: "One of the reasons I'm particularly excited about this nomination is because it reflects the work we've done over the last years. We've seen huge potential in helping customer service depart-

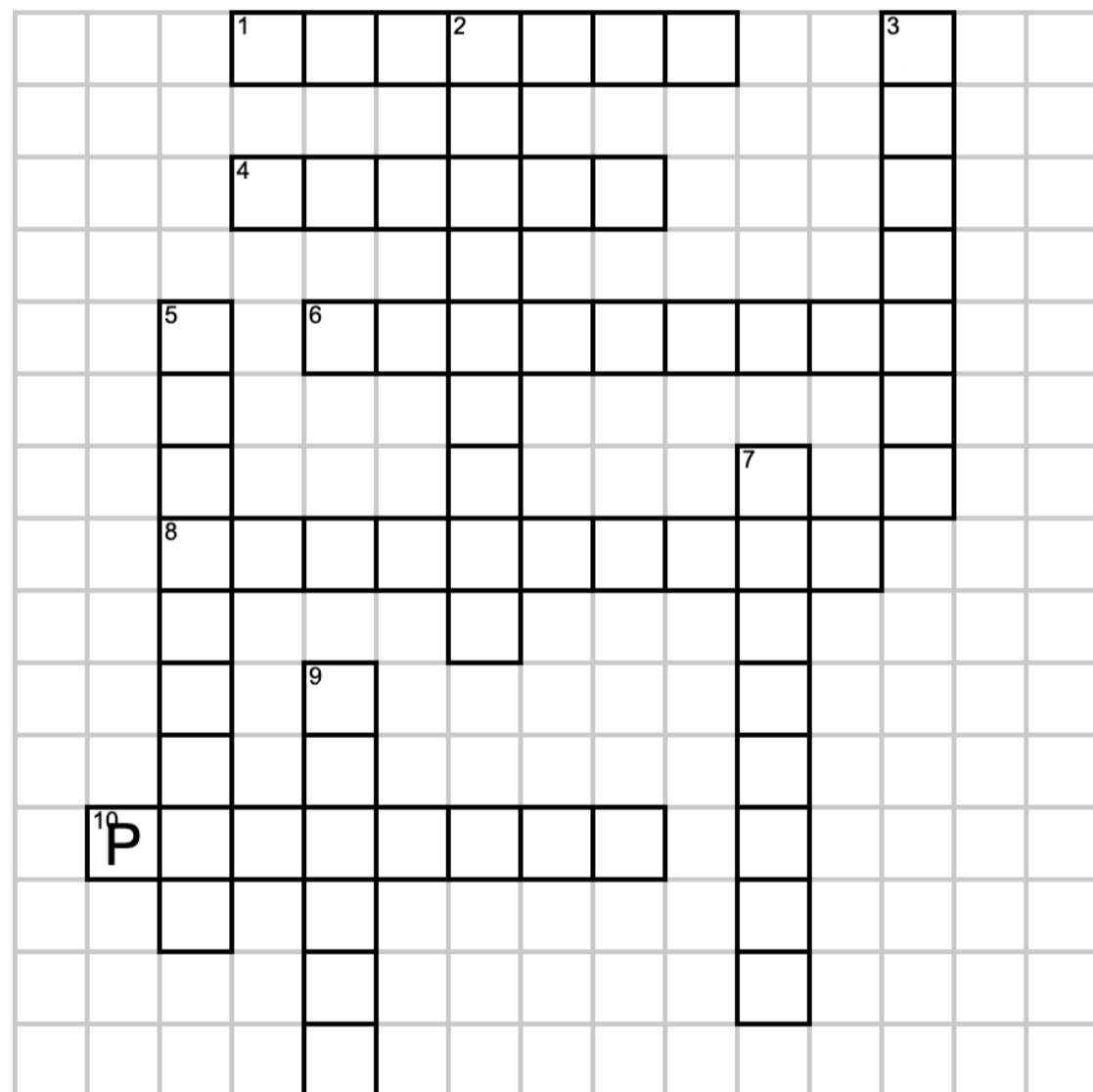
ments assist their customers, and we have generally experienced high results. We're an ambitious organization, so it's great for us to be recognized for making a difference in customer centers."

Tue Martin Berg participated on behalf of Capturi and even though they did not take home the prize, he ex-

presses: "The nomination in itself is a great confidence boost and a recognition for the entire team. We look forward to continuing our journey and helping even more companies provide even better service". ■



### Customer service crosswords



#### Across

1. Which kind of wording should you use to avoid miscommunication?
4. In what industry does 70% of all customers mention billing
6. For customer centers to optimize optimization, it is ideal to give both employees and managers access to which kind of database?
7. Despite it being one of the most effective ways to gain higher customer satisfaction, which kind of phrases are only mentioned by 26% of all agents?
10. In the energy industry, you can increase customer satisfaction in billing conversations by 30% by using what kind of words?

#### Down

2. Retention calls should not be driven by persuasion but ...?
3. Which key topic are most customers calling about?
5. In which kinds of conversations is it important to personalize the conversations?
7. What percentage has Jysk Fynske Medier increased their customer satisfaction by focusing on increased empathy in their calls?
9. In what percentage of conversations do newly hired agents need to search for information?

#### Answers from quiz on page 4

1. Questions about payment
2. Questions about self-service
3. Questions about order
4. Inquiries about cancellation of subscription or service
5. Questions about delivery
6. Questions about communication
7. Change of customer information
8. Technical assistance
9. Complaint
10. Questions about product