



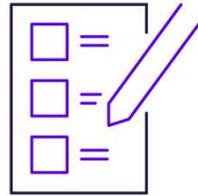
Don't Expect Your Data to Do the Talking

Diedre Downing

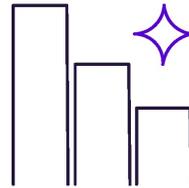




Define
key takeaway



Draft
storyline



Display
data



De-Clutter
visuals



Direct
attention

VERBAL



VISUAL

Defining the foundation of our data story will help us make decisions in the next steps.

Audience

- Head of Contact Center
- New in their role
- Main KPI is customer satisfaction

Situation

- Satisfaction with the call center's performance has been declining

Complication

- They trialed a new AI-driven chatbot so customers can get service without making a phone call

Question

- Has the chatbot improved customer satisfaction and should we keep it?

Key Takeaway

- Customer satisfaction has improved since chatbot implementation, **and it should become a permanent feature**

Drafting our data story
helps ensure our key
points **flow** and **resonate**
with our audience.



FRAME

*Tell them what you
are going to say,*



EXPLAIN

Say it,



ARRIVE

*Then tell them what
you just said.*



Draft

Part 2: Organize your talking points and narrative structure

Plan Your Data Story

FRAME

- Customer satisfaction with call center has been declining
- Call center experience impacts overall customer net promoter score

EXPLAIN

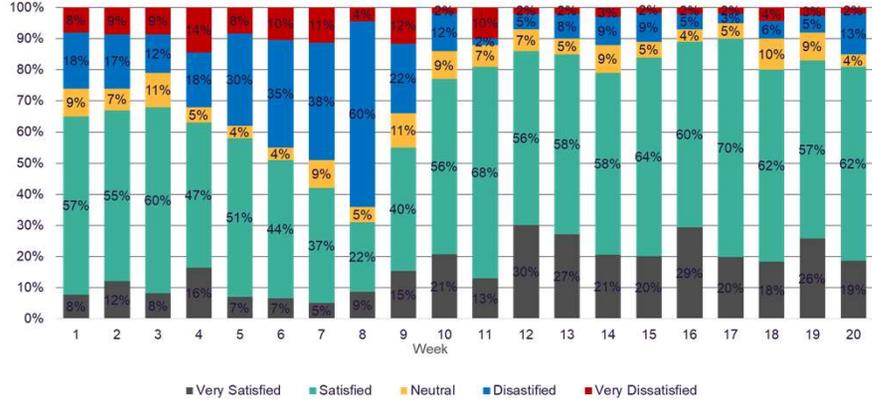
- Average handling time increased in the first few weeks of the year
- Tested a chatbot to provide an alternative to talking to a representative
- 35% of customer issues are solved by the chatbot
- The chatbot is a preferred method of problem solving for some customers

ARRIVE

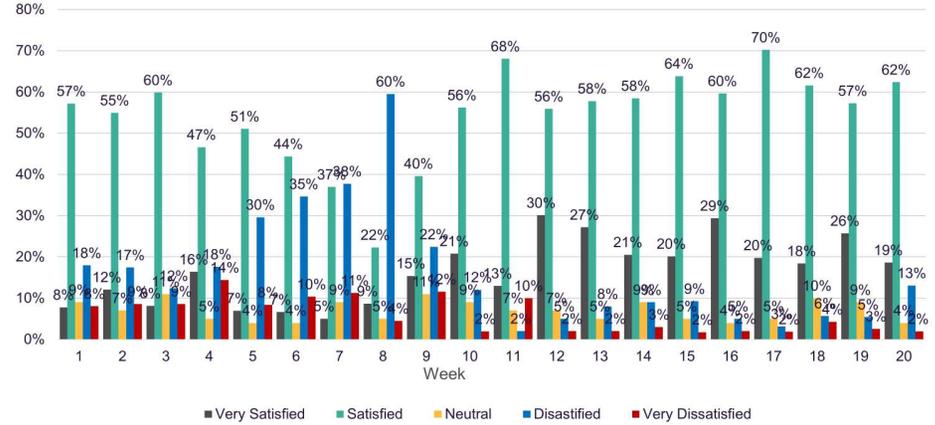
- The chatbot should be a permanent feature in our customer support suite

Our **Display** must always
show the data in the most
efficient and practical way.

Customer satisfaction has improved since chatbot implementation, and it should become a permanent feature

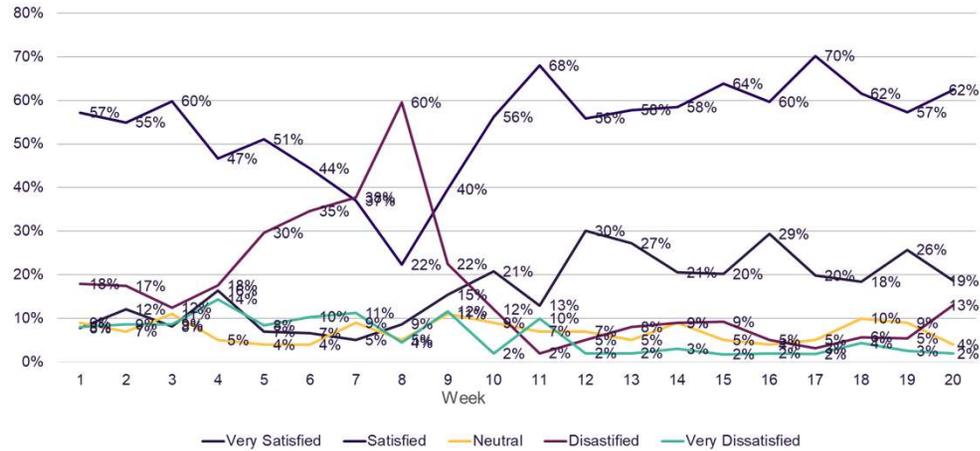


Customer satisfaction has improved since chatbot implementation, and it should become a permanent feature



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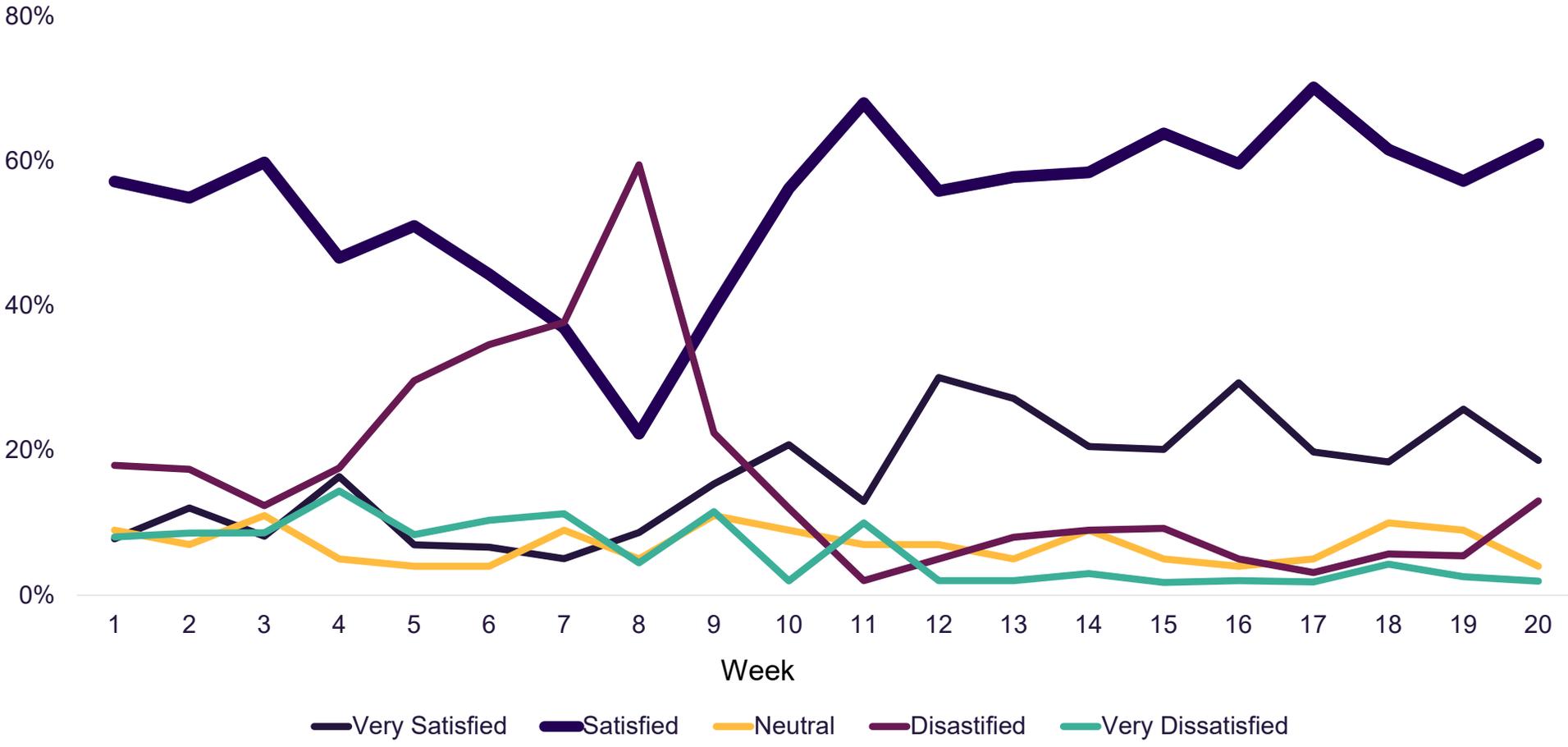
Customer satisfaction has improved since chatbot implementation, and it should become a permanent feature



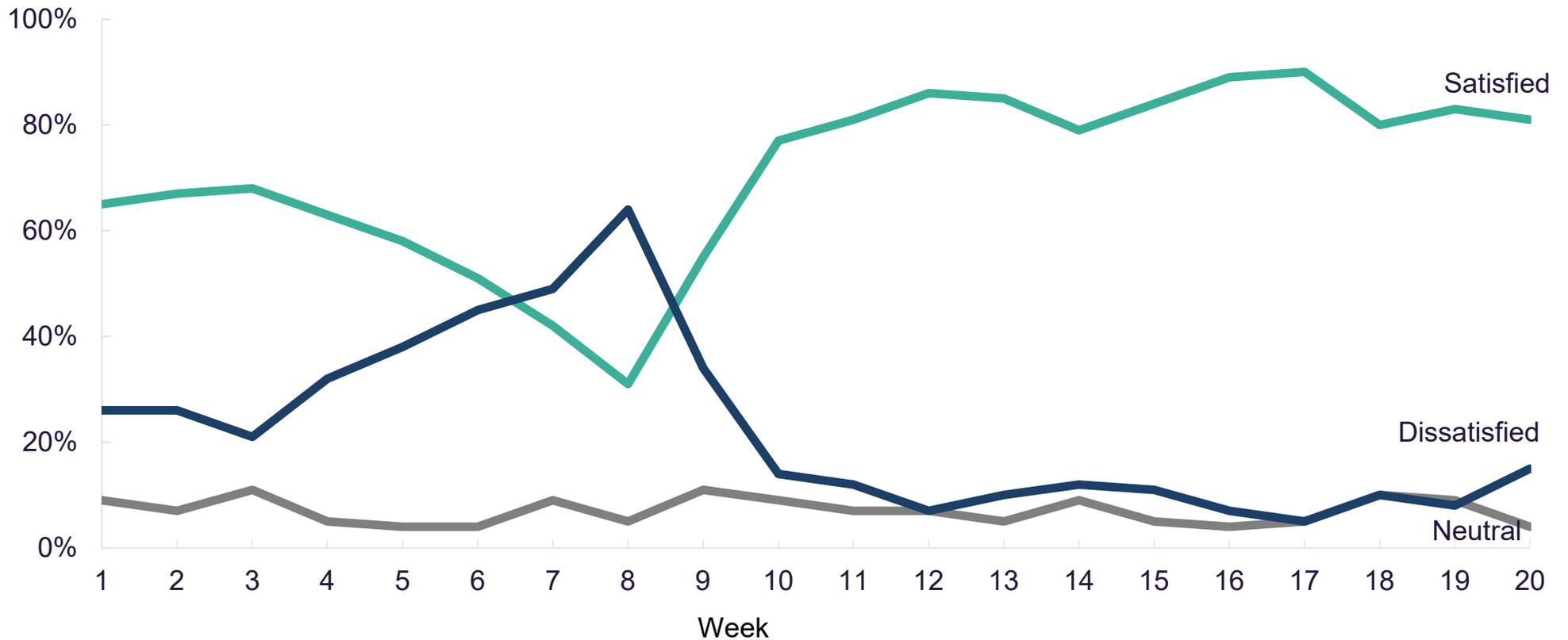
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De-cluttering our display
allows us to *show the*
data without distractions.

Customer satisfaction has improved since chatbot implementation and it should become a permanent feature

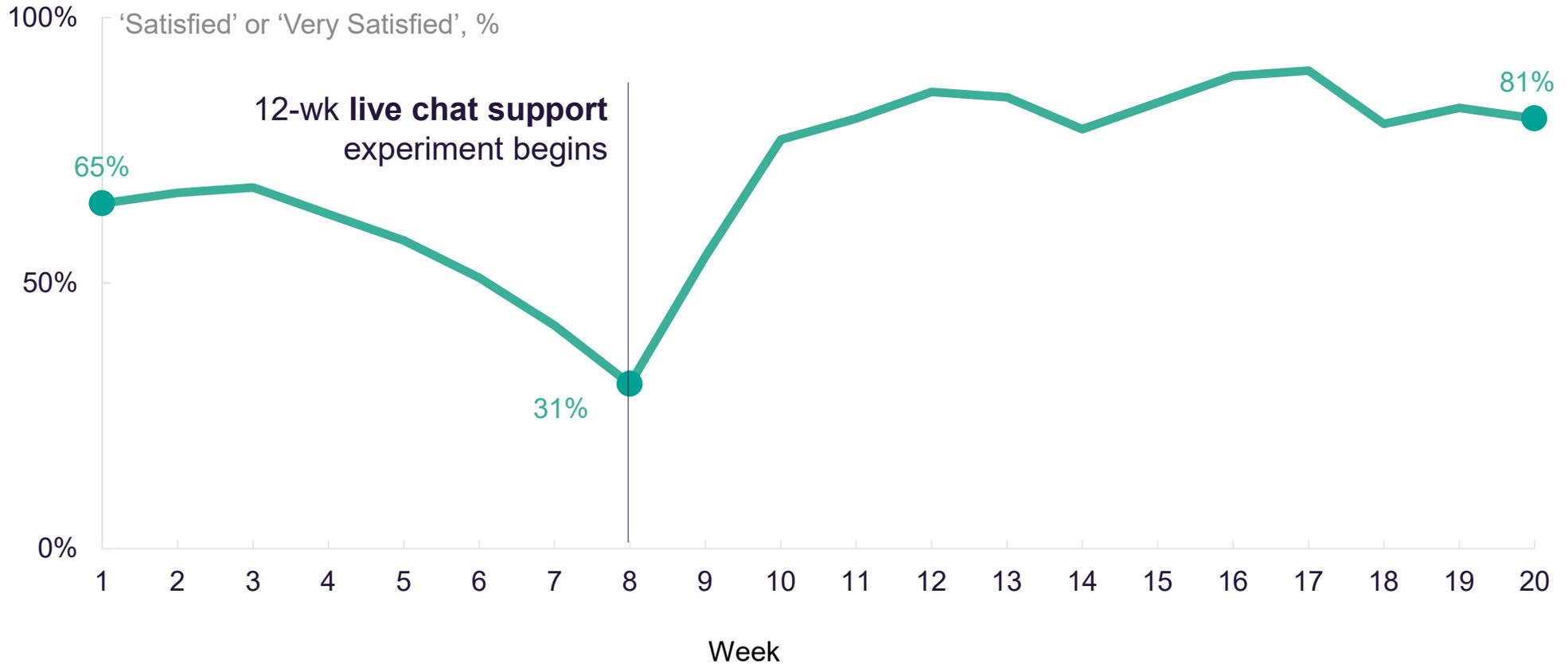


Customer satisfaction has improved since chatbot implementation and it should become a permanent feature



The **key takeaway** is our guide in deciding the best way to **direct** our audience where to look.

Live chat support has supercharged customer satisfaction; should become a permanent feature



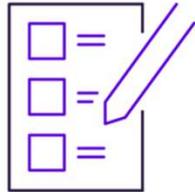
81%

of **customers**
satisfied with call
center experience

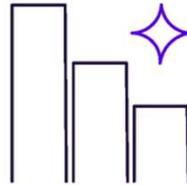




Define
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Draft
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Display
data

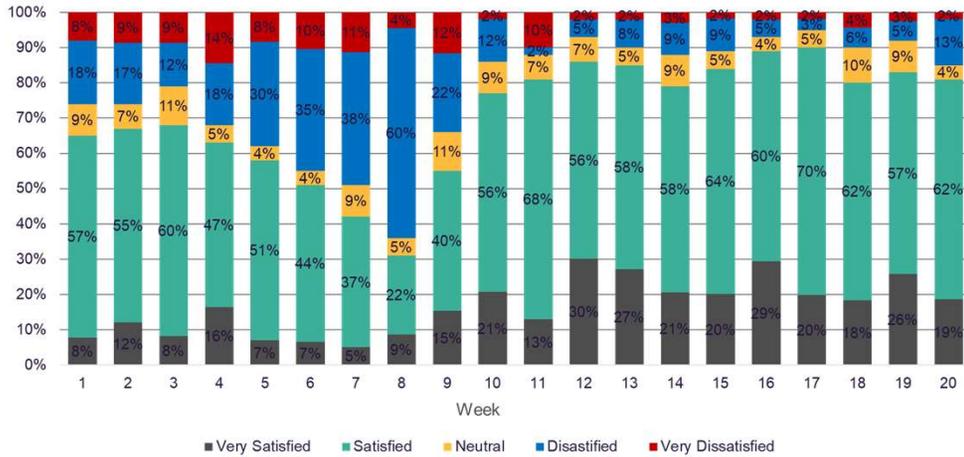


De-Clutter
visuals

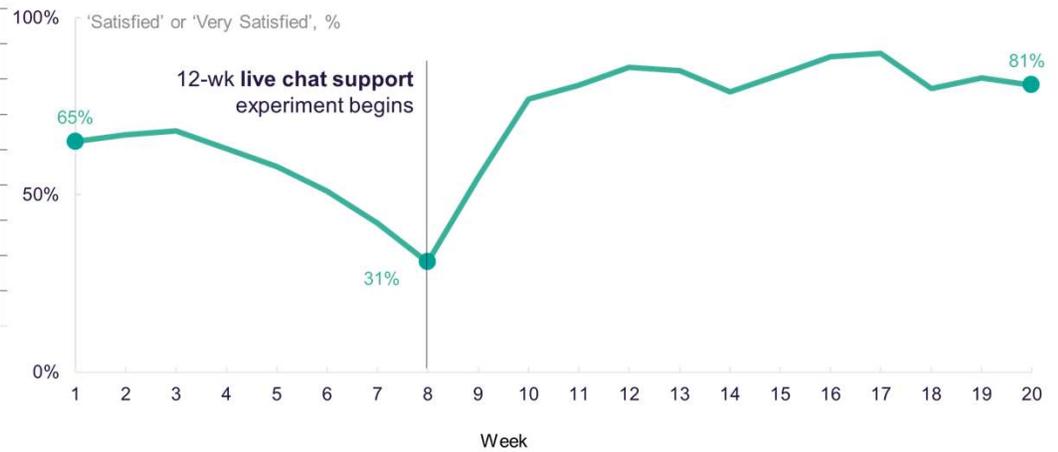


Direct
attention

Eyecare World Contact Center -
Weekly Customer Satisfaction Survey YTD



**Live chat support has supercharged customer satisfaction;
should become a permanent feature**



1

Plan around your audience needs and experience

2

Simplify and clearly articulate your message

3

Consider the level of verbal and visual translation
your audience needs

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