

InMoment + **Foot Locker**

“InMoment’s AI technologies have helped the team better identify root cause and issues by unlocking the power of call and chat transcripts to see what customers are saying in their unsolicited feedback. The increased understanding leads to more call deflection and process improvement to reduce the number of calls to the customer support team.”

TYLER SAXEY, DIRECTOR CUSTOMER EXPERIENCE, FOOT LOCKER

THE CONTEXT

Foot Locker prides itself on listening to its customers wherever and whenever they would like to leave feedback. The company has set listening posts at all key roads in the customer journey, ensuring they provide unique and simple opportunities to amplify their voice. Foot Locker is obsessed with putting the customer at the center of everything they do to remain competitive and relevant in the ever-expanding sneaker culture. As a result, Foot Locker collects customer feedback data through numerous channels (email, call center logs, survey responses, social media, etc.). To collect, analyze, and visualize that data, it has traditionally used multiple SaaS vendors, depending on where the data comes from. And while it has always had a groundbreaking CX program, it has faced numerous challenges with its analytics, including:

- **Not being able** to automatically categorize documents using a common taxonomy
- **Not having** a uniform view of feedback data coming from disparate sources

- **Collecting reams of unusable or inaccessible data**
- **Lacking visibility** into why its systems were generating certain results without being able to easily configure or understand those systems.

THE OPPORTUNITY

To help address these challenges, Foot Locker turned to InMoment, its long-time, trusted CX technology and services partner. InMoment proposed Spotlight, the company’s award-winning, web-based business intelligence application for analyzing and finding value in text-based feedback. Spotlight is the groundbreaking application developed with Lexalytics, a pioneer in machine learning and NLP, which InMoment acquired in September 2021.

THE IMPACT

With Spotlight, Foot Locker can now pull all of its support and feedback streams into one place and has a single source of truth that offers uniform analytics, as opposed to a hodgepodge of “apples and oranges” insights.

In addition, while Foot Locker’s support team had been manually categorizing customer inquiries – which was time-consuming and error-prone – it now has a universal taxonomy across all of these data sources to capture key complaints, topics, themes, sentiment, intentions, and more, that it can now track over time. This helps streamline the process of improving the CX and, ultimately, the business. Spotlight has now also given Foot Locker visibility into how it analyzes content and can easily modify its text analytics to meet its changing data needs, a huge improvement from its previous “black box” system

that didn’t expose back-end processes. As an example, Foot Locker modified its tagging process on the spot to remove the phrase “wait in queue” from a query, which solved a common problem of including unnecessary boilerplate data.

Finally, Foot Locker can now pinpoint specific customers who have had bad experiences and proactively reach out to improve them. Spotlight does this while removing all Personal Identifiable Information and allowing the company to tag the information back to the original tickets so they can quickly identify and contact the affected customers. Overall, the goal is to provide a well-rounded CX journey.

WHAT’S NEXT

While it’s still too soon to point to hard metrics, the value Spotlight is already delivering is undeniable. This AI-based, NLP solution has broken down data silos previously created by funneling all feedback through a single source, allowing uniform analysis over time; freed up customer support hours; offered an explainable, quickly configurable system; and made it easier to identify and rectify negative experiences to reduce churn and improve the bottom line.

THE SUMMARY

- ✓ Automated categorization
- ✓ Unified view of feedback data
- ✓ Enhanced data quality
- ✓ Transparency and configurability