

Call Centre Helper Webinar

How to better understand the voice of the customer and how you can improve your customer feedback surveys.



MOO

Design works wonders



2016 Award Winners



Different ways of capturing customer feedback

- Transactional surveys - e.g. CSAT and NPS
- Contacts with your support team - phone, chat and email
- Voice of employees - customer feedback from your agents
- Social listening - via social media
- Customer research - survey panels and interviews



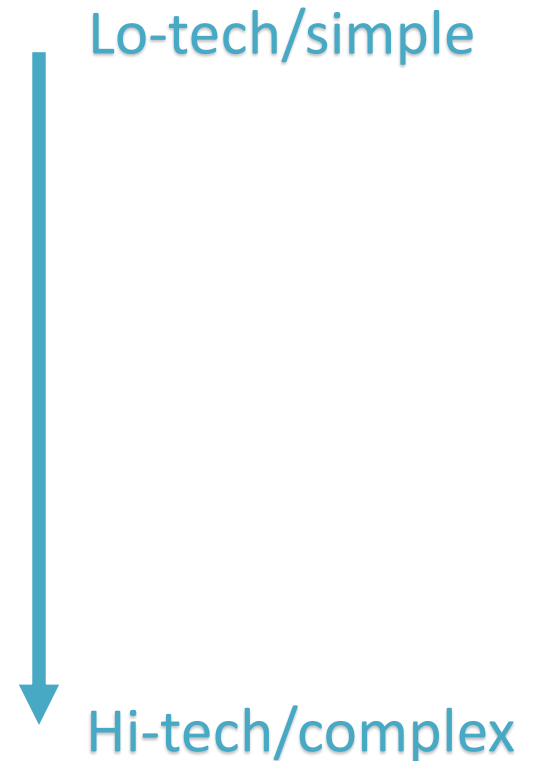
Tips for increasing survey completion

- Timing is key - as close to the transaction as possible
- Less is more - don't overload them with questions - keep it simple
- Use a relevant channel - ideally use the channel they transacted with
- Never lead the witness - questions shouldn't be too directional
- Don't over-survey - make sure you don't send them too many!



Understanding why your customers are calling?

- Keeping a written note of the popular reasons for contact
- Basic ticket tagging
- Detailed reason categorisation of all contacts
- Voice and/or text analytics and tagging



Listening to your front-line team

- Even sophisticated methods for capturing the reason for contact benefit from agent feedback
 - Agents often hear things before you look at reports, so allow them to share things in real-time
 - Humans are better at understanding sentiment than computers
 - Your team might highlight things which can be missed by surveys or tagging

Mixing human and artificial intelligence is key.

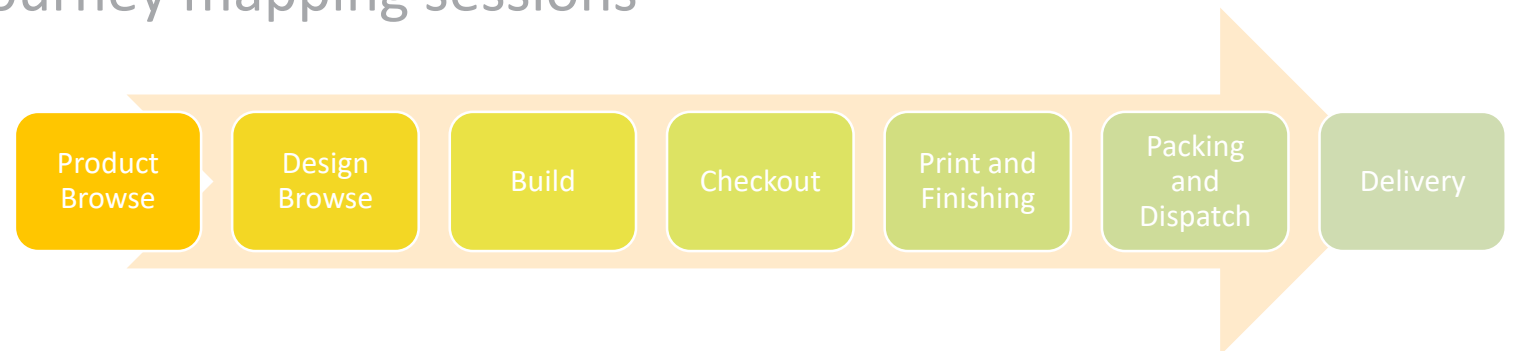


Understanding the entire customer journey

The customer experience cannot be captured as a single touch point.

In order to map the entire experience, you must use a combination of the following, across a customer's entire interaction with your organisation:

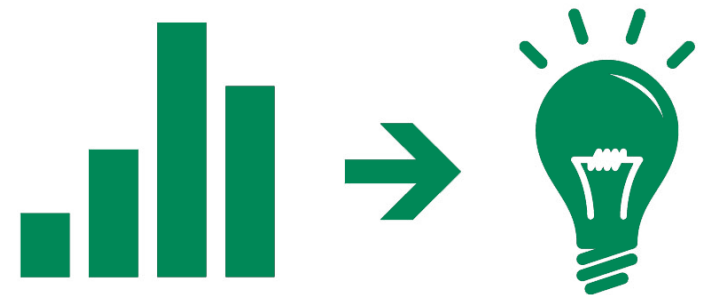
- Customer data and metrics from the wider business
- Survey data and feedback analysis
- Feedback and data based on contact centre interactions
- Employee feedback and journey mapping sessions



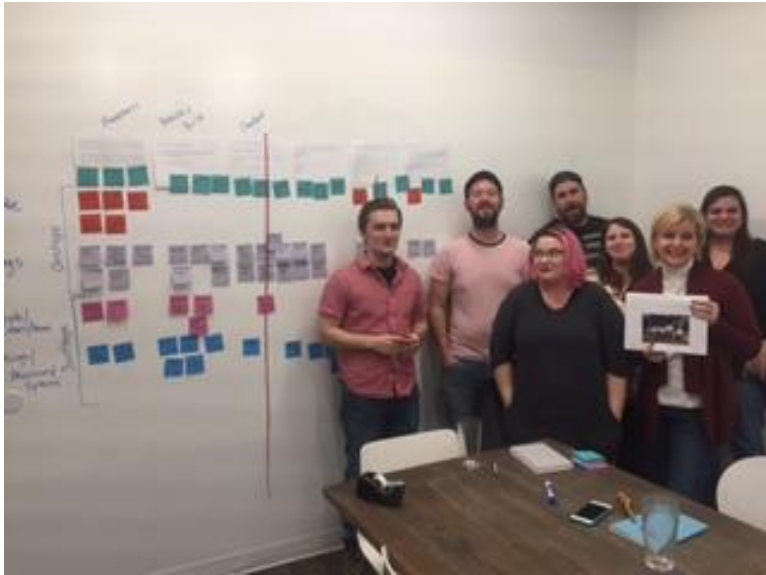
Getting to the root of the problem

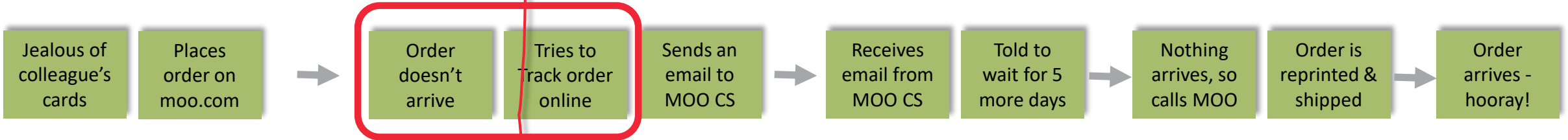
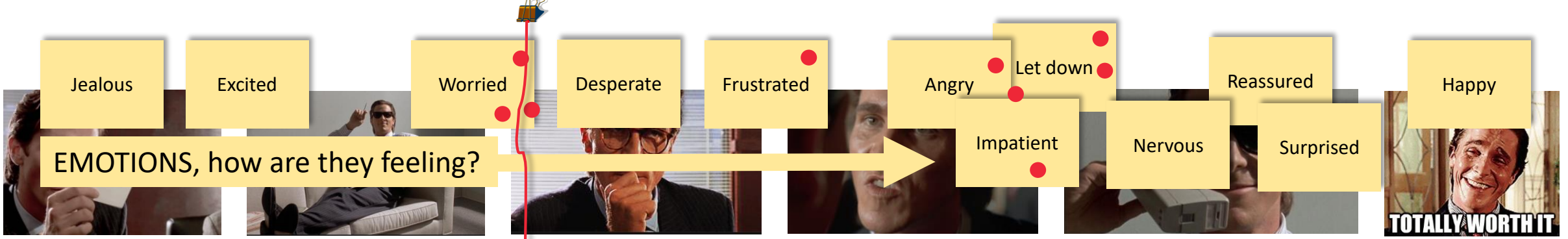
Customer experience journey mapping allows you to:

- map out specific customer journeys
- pin point the moments that matter
- decipher on-stage and back-stage people, process and technology
- design new solutions and wow-moments

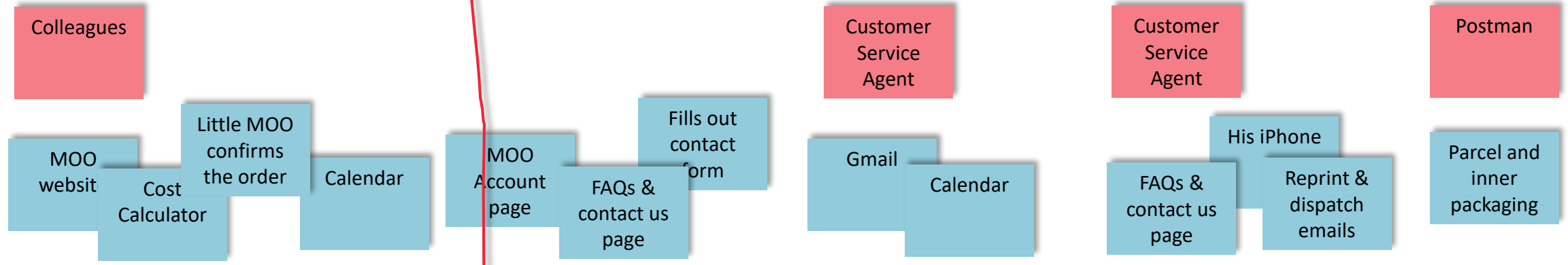


Journey Mapping at MOO

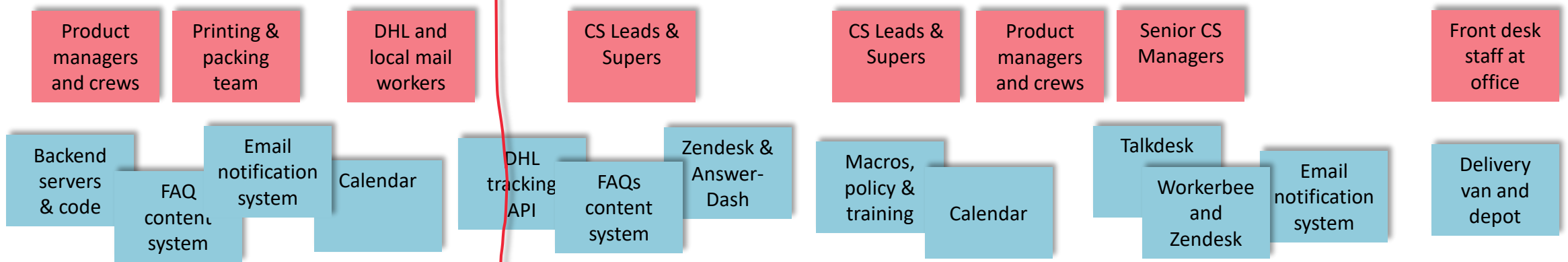




ON STAGE EXPERIENCE



BACK STAGE EXPERIENCE



Different ways to improve the experience

Designing new solutions doesn't have to involve grandiose development plans and company wide initiatives. Our CX team is focused on driving marginal gains in the contact centre as well as campaigning for larger cross-functional initiatives. Examples of recent success include:

- Proactive notifications and reach-outs
- Content improvements (i.e. self-service and ticket solutions)
- Training and policy changes

