

# Quality Assessment Driving Quality

A Customer-Centric Example

Intelligentics

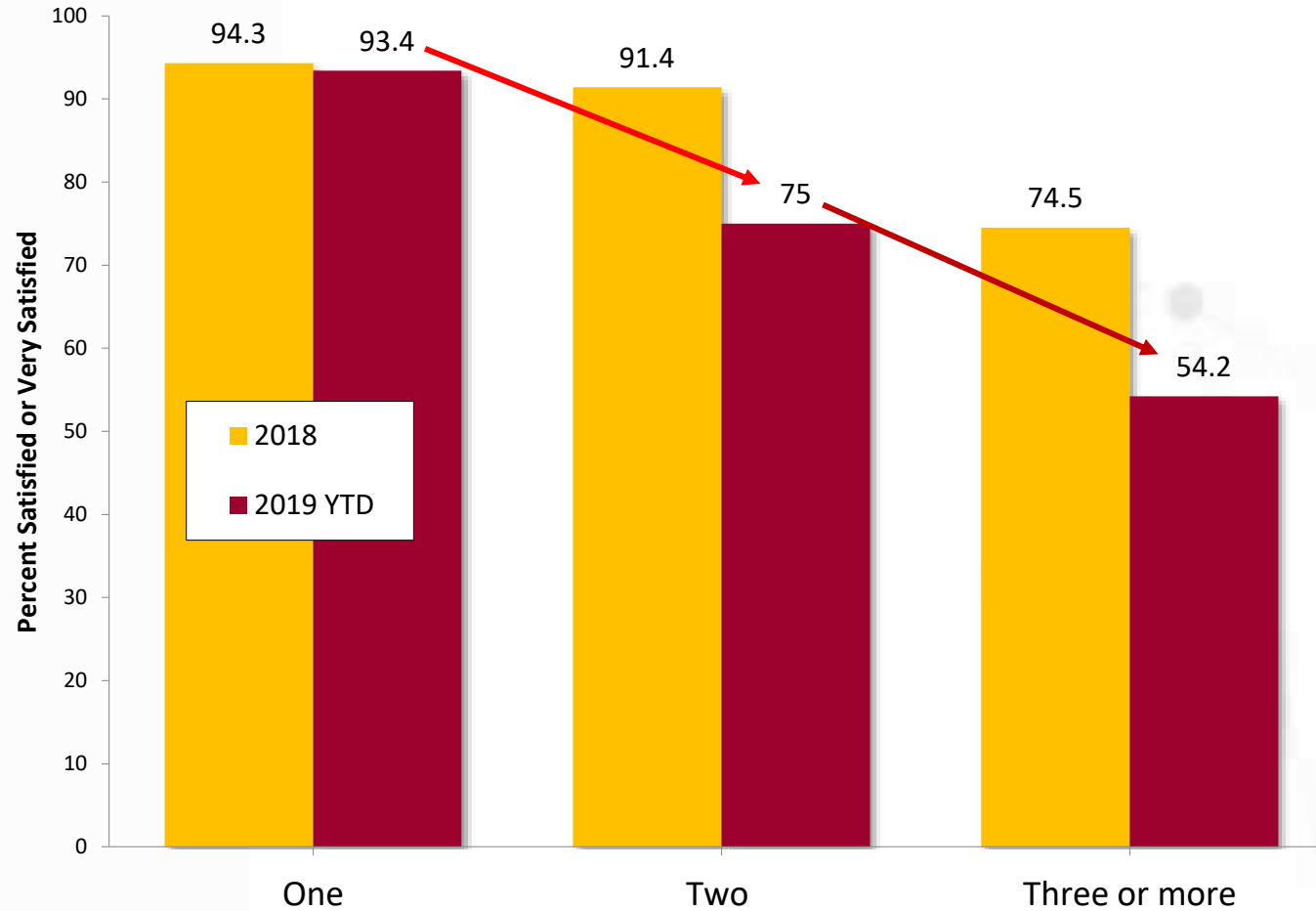
Where *intelligence* meets *tactics*

Tom Vander Well  
President/CEO

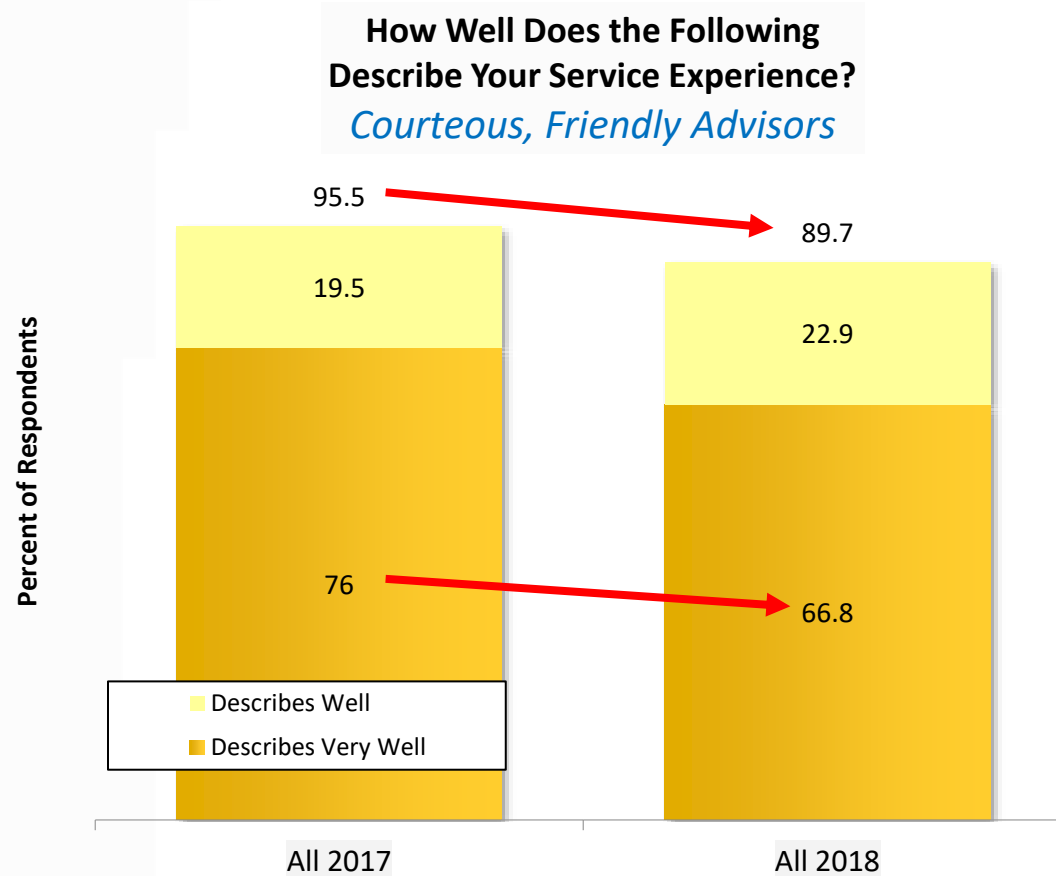


# Number of Contacts & Impact on Overall Satisfaction

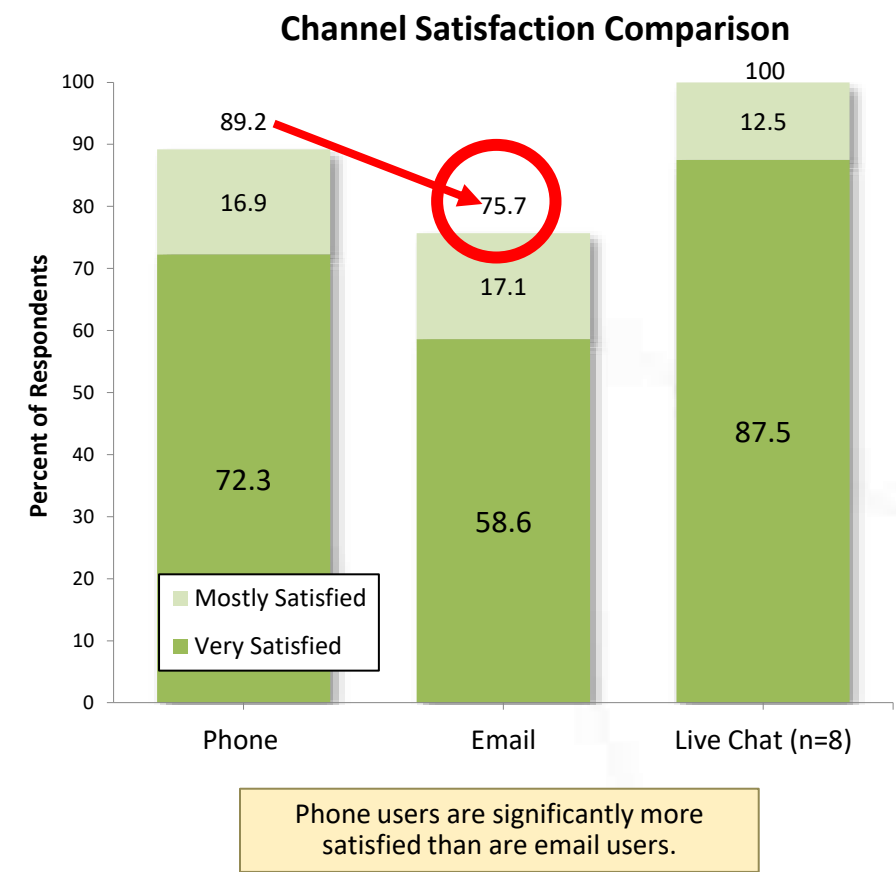
Previous Year vs. Current Mid-Year

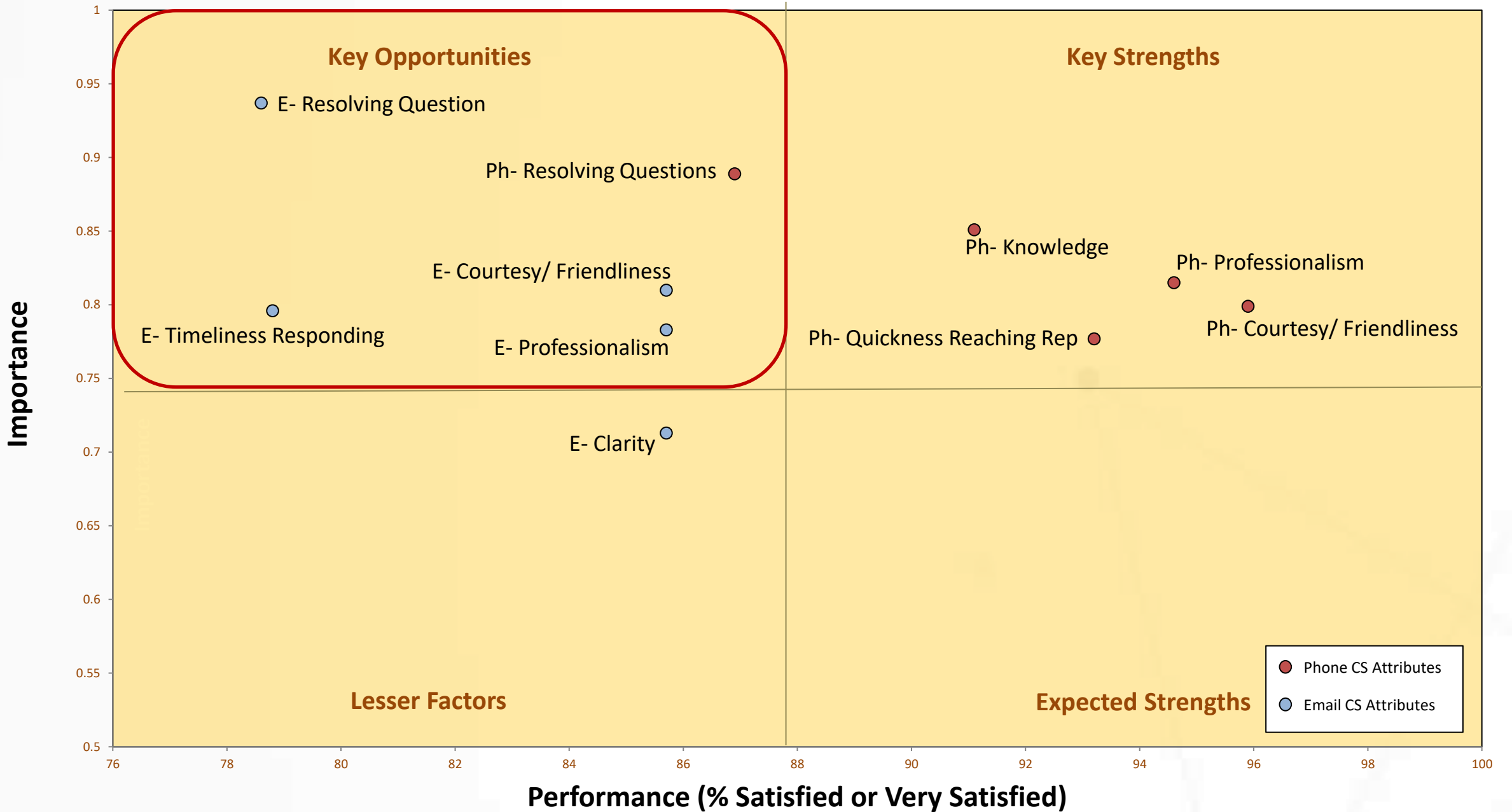


Intelligentics' *Strategic Positioning Analysis* revealed a significant drop in customer satisfaction with the courtesy & friendliness of advisors.



Intelligentics' follow-up *User Experience Analysis* revealed significantly lower satisfaction with e-mail communication compared to phone.





# Measuring Resolution

## Knowledge & Resolution

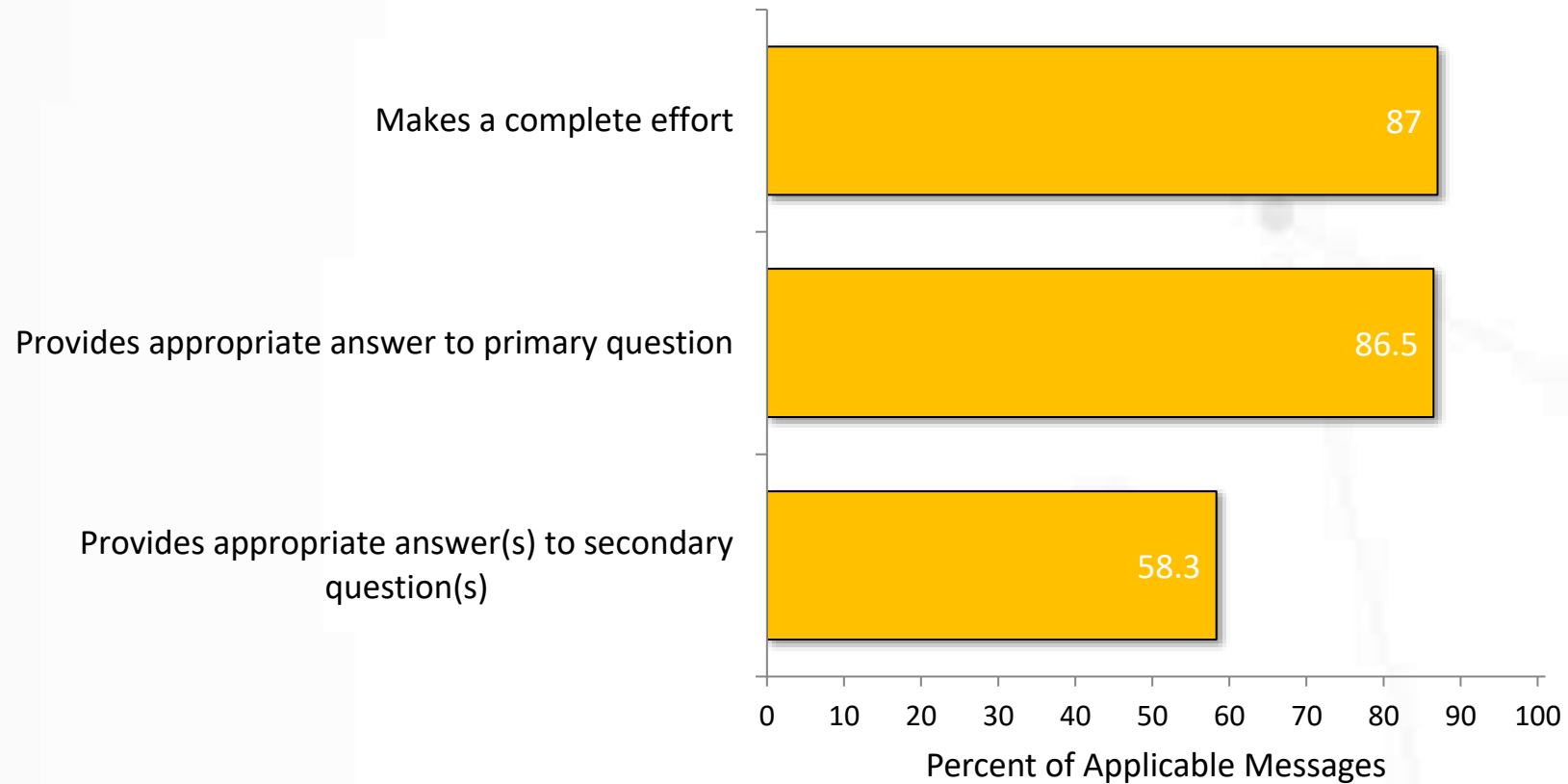
- Correct answer
- Complete answer
- Concise answer
- Clear answer
- Answering all questions
- Listening actively
- Understand the issue prior to answer
- Ownership statement
- Complete effort to resolve

## Resolution Outcome

- Was this an existing issue?
- How many customer contacts was this?
- Resolved from customer point-of-view?
- Did customer have to wait for us?
- Did we tell customer call another dept.?
- Was customer transferred? Correctly?

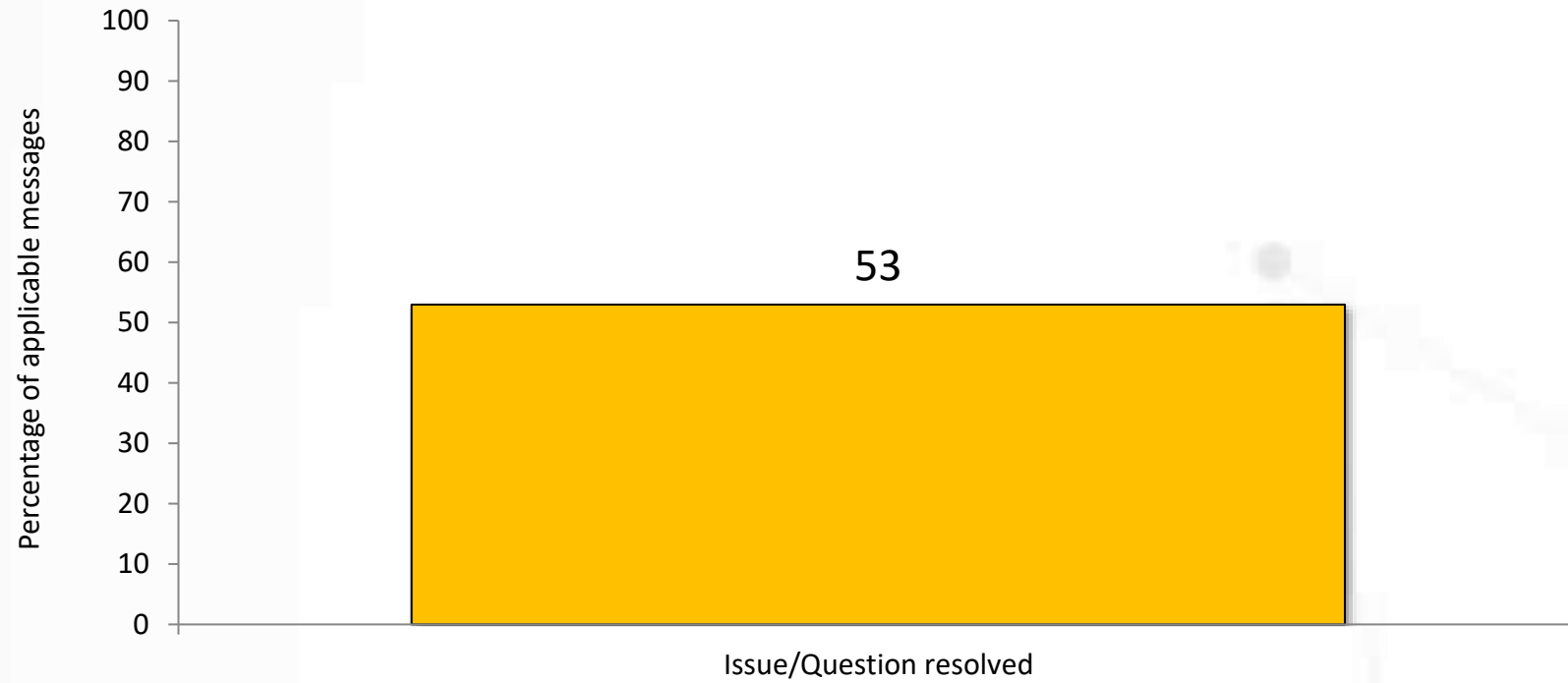
# Performance Detail – Resolution & Timeliness

## Email Service Quality Assessment



# Resolution Outcome

## Email Service Quality Assessment





# Resolution Outcome - Detail

*Issue/Question left unresolved, sender given no instructions/recourse*

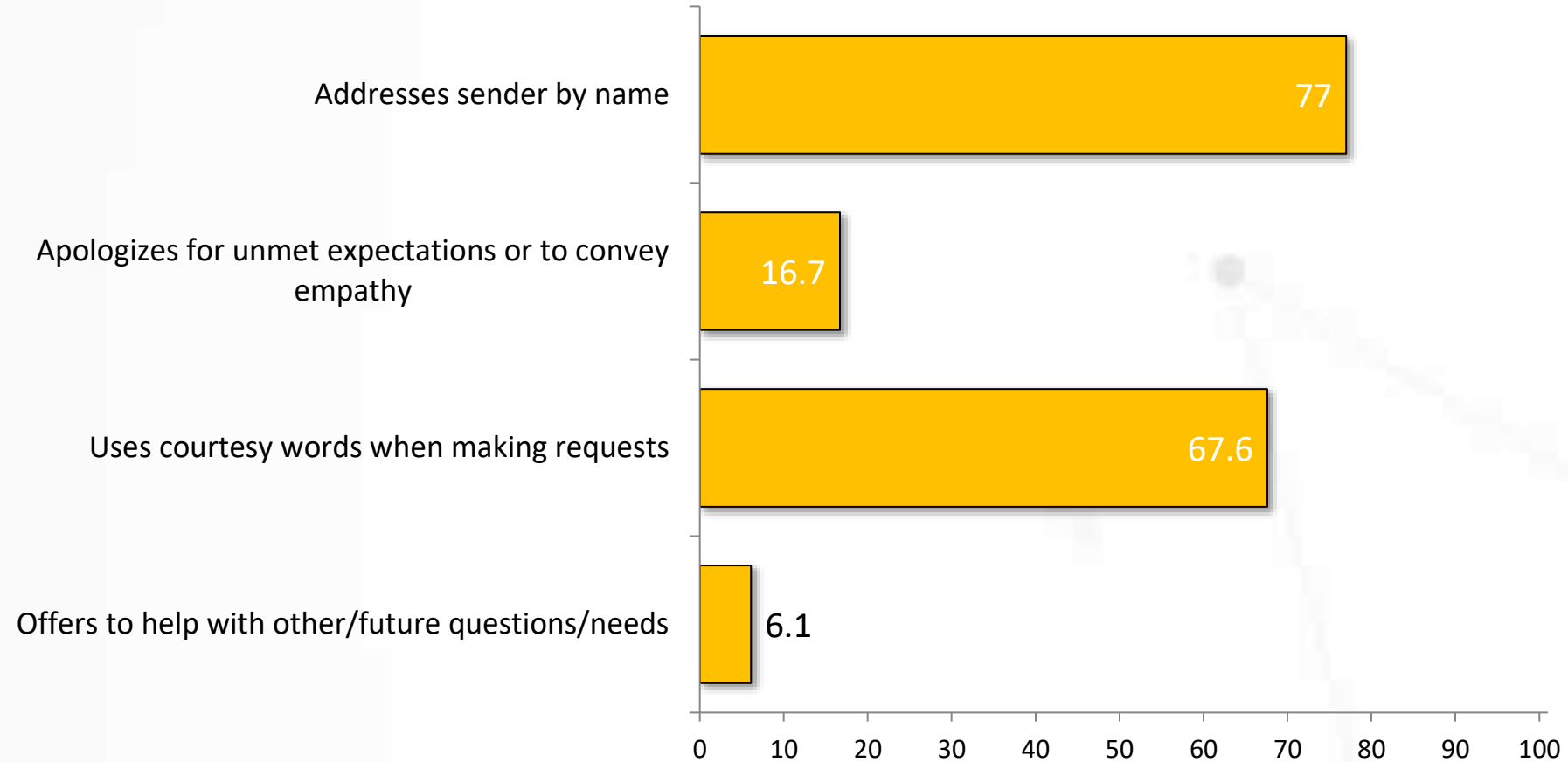
- Customer asked for pricing confirmation and delivery date. The CSR provided neither piece of information, but instead confirmed that the order had shipped and provided the tracking information.
- Customer asked for the status of an order that was supposed to have arrived three days prior. The CSR simply stated that he/she didn't see the P.O. in the system.
- Customer wanted to know when his/her order would ship and requested an invoice, if it was available. The CSR provided the tracking number, but didn't mention anything about the invoice.

# Measuring Courtesy & Friendliness

- Salutation
- Addressing customer by name
- “Please” when making requests
- Apology for unmet customer expectations
- Offering to assist with other/future issues

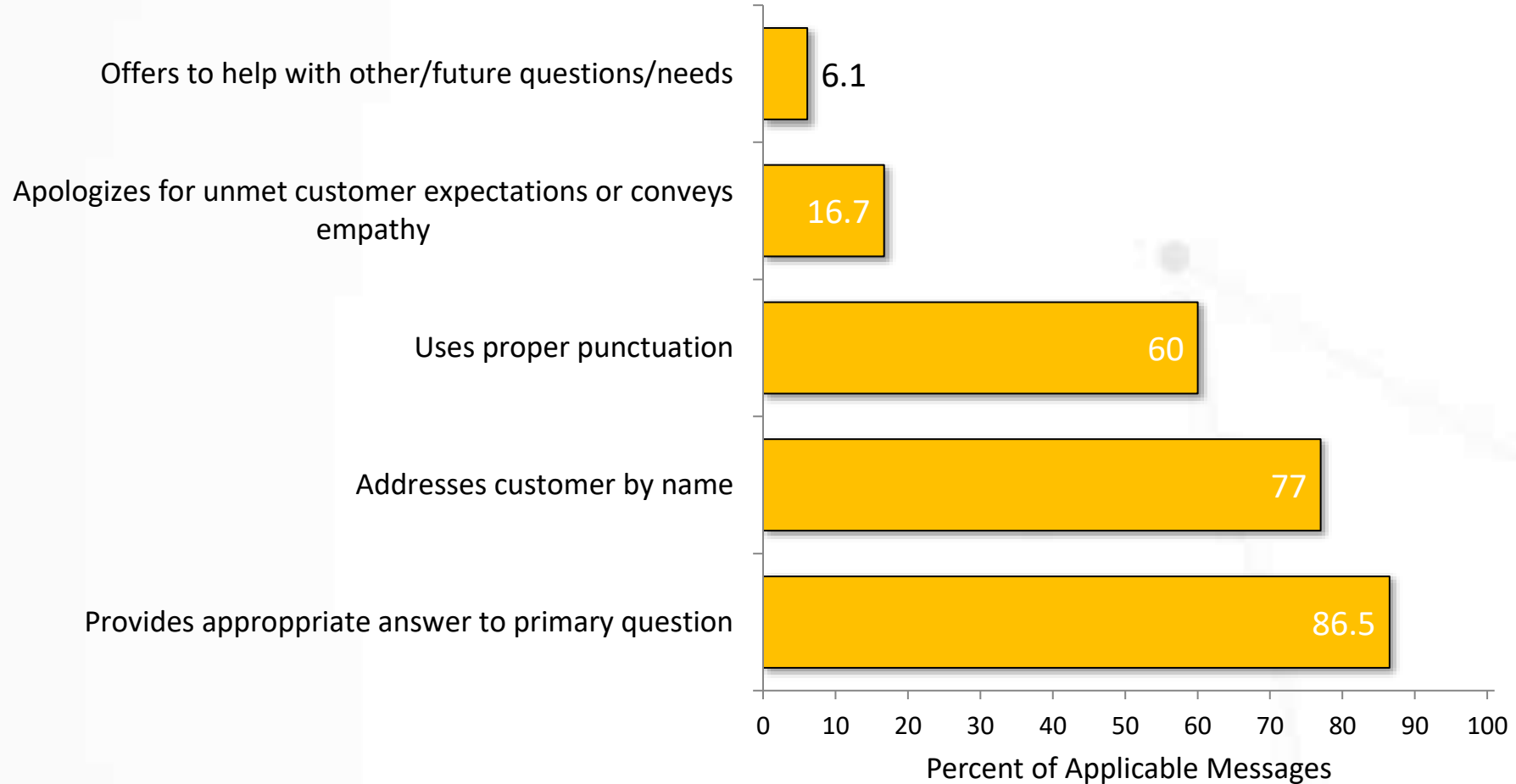
# Performance Detail – Courtesy

## Email Service Quality Assessment



# Priorities for Improvement

## Email Service Quality Assessment



# Thank You for this Opportunity

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