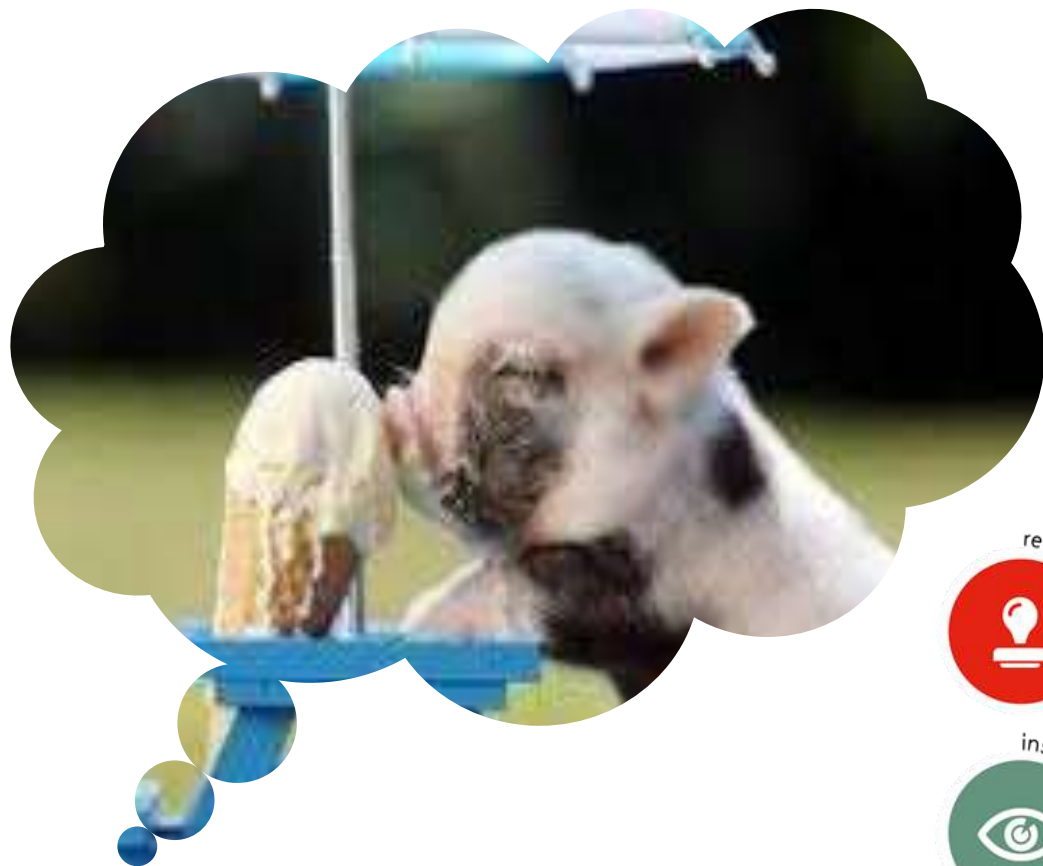


5 things to analyse in your contact centre

Duncan White



Analysis v improvement



“You don’t fatten a pig just by weighing it...”

No measurement without recording
No recording without analysis
No analysis without action



1. Customer demand



How does the thought of calling a call centre make you feel?

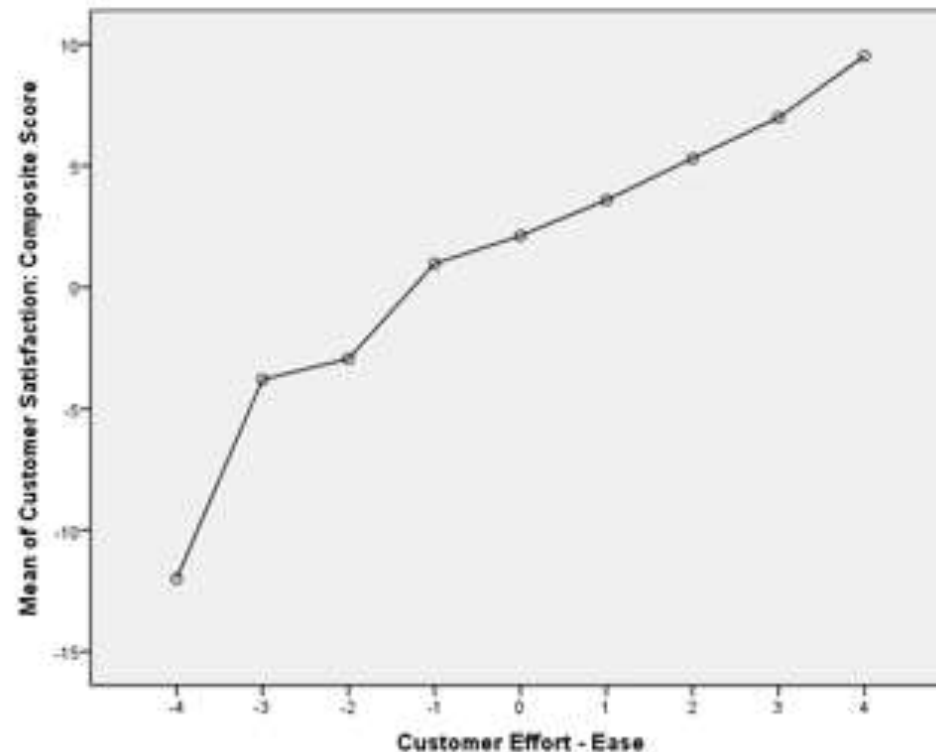
I hate it, will avoid if at all possible	48.00%
It's a necessary evil	27.10%
I don't mind	18.40%
It's OK most are pretty good nowadays	5.70%
I love it, I much prefer talking	0.80%

55% of respondents thought the experience was about the same or had got worse over the last 3 years despite the industry's best efforts.

2. Customer effort

- Repeat calls?
- Wait times?
- On hold/transfer
- First call resolution

- 'No' audit...



3. Judgemental heuristics

Factors people
can articulate

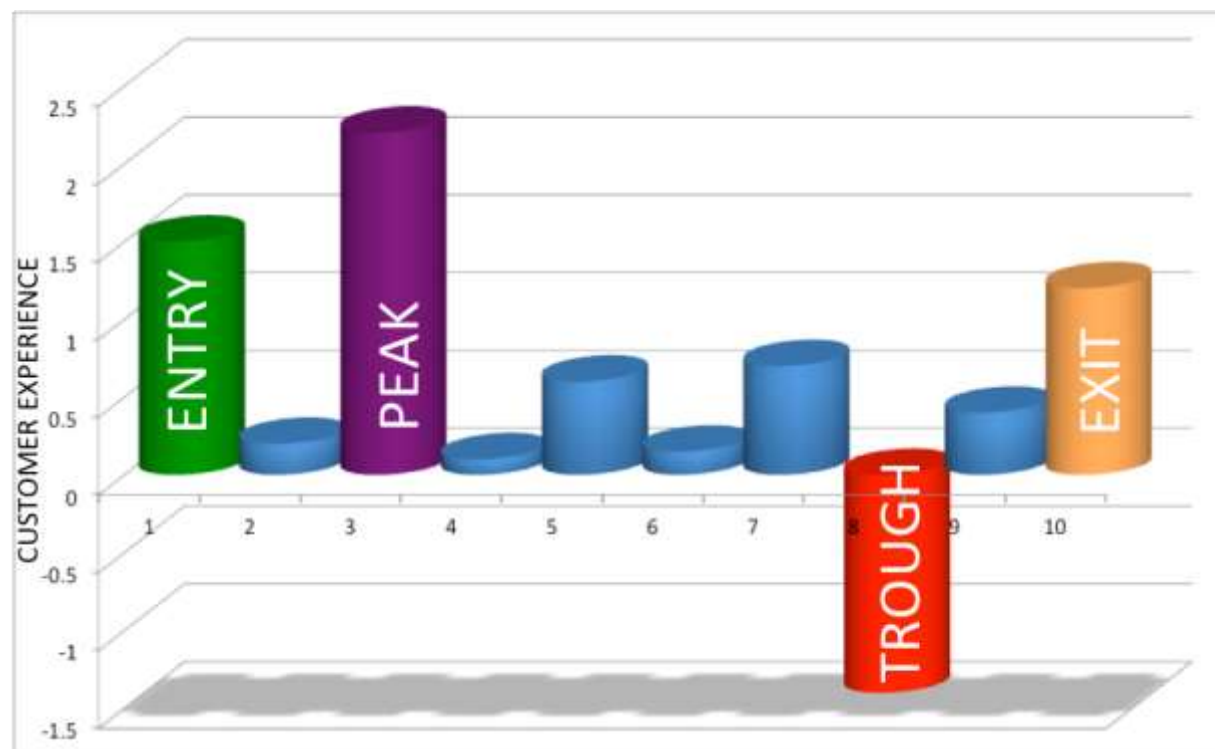
e.g. narrative,
justifications, features,
benefits



Factors which
are automatic

e.g. cognitive biases,
depletion, choice
architecture, habits

*A framework or shortcut (heuristic)
for understanding how people judge
an experience*



Customer Experience = (Task resolution + Effort + JH)

----- Original Message -----

From: Duncan White [duncan.white@horizon2.co.uk]

Sent: 2/27/2020 2:31 PM

To: support@surveymonkey.com

Subject: Downgrading my account

Hi my account has just been charged at £880 for the next year and I had meant to downgrade as I now no longer need that functionality. Can you credit that payment and downgrade my account please? Many thanks Duncan

ref:_00D301HuKJ._5003AyoQDO:ref

On 27 Feb 2020, at 14:38, support@surveymonkey.com wrote:

Hi Duncan,

Thanks for your email, I'll be able to help you with this!

I've refunded your payment method and turned off auto-renew so you won't be charged again. The time it takes for the refund to process and post in your account can vary. Here's a link to your refund receipt, which you can also view from the Transaction History tab in My

Account: <https://www.surveymonkey.com/billing/invoice/35727859/331d1b304033083b02fb5fb1d7cd59b5c49db1aeebcdd1856ea7a26ce98aaaa0>

This article has more information on how this cancelling your subscription affects your surveys and available

features: http://help.surveymonkey.com/articles/en_US/kb/Downgrading

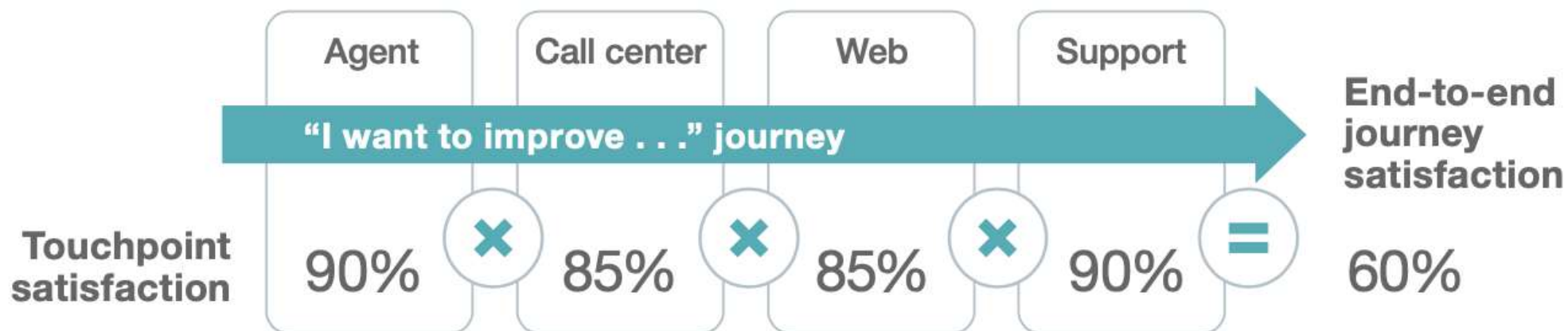
I hope this helps, but please let me know if I can support you with anything more :)

Kind regards,

Ashleigh

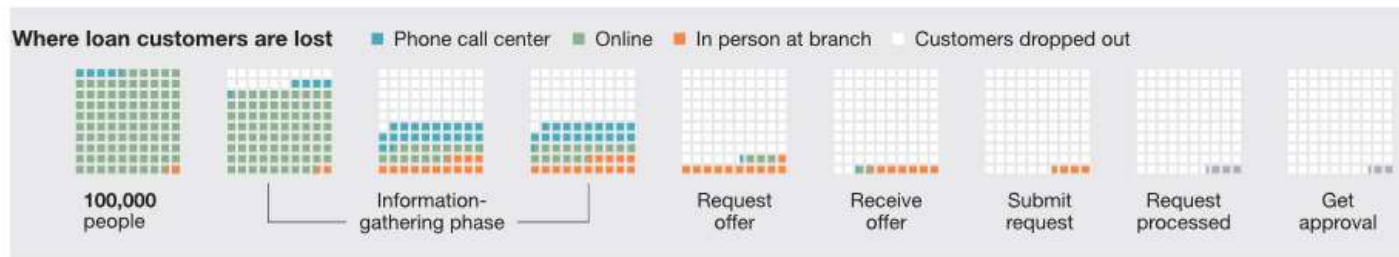
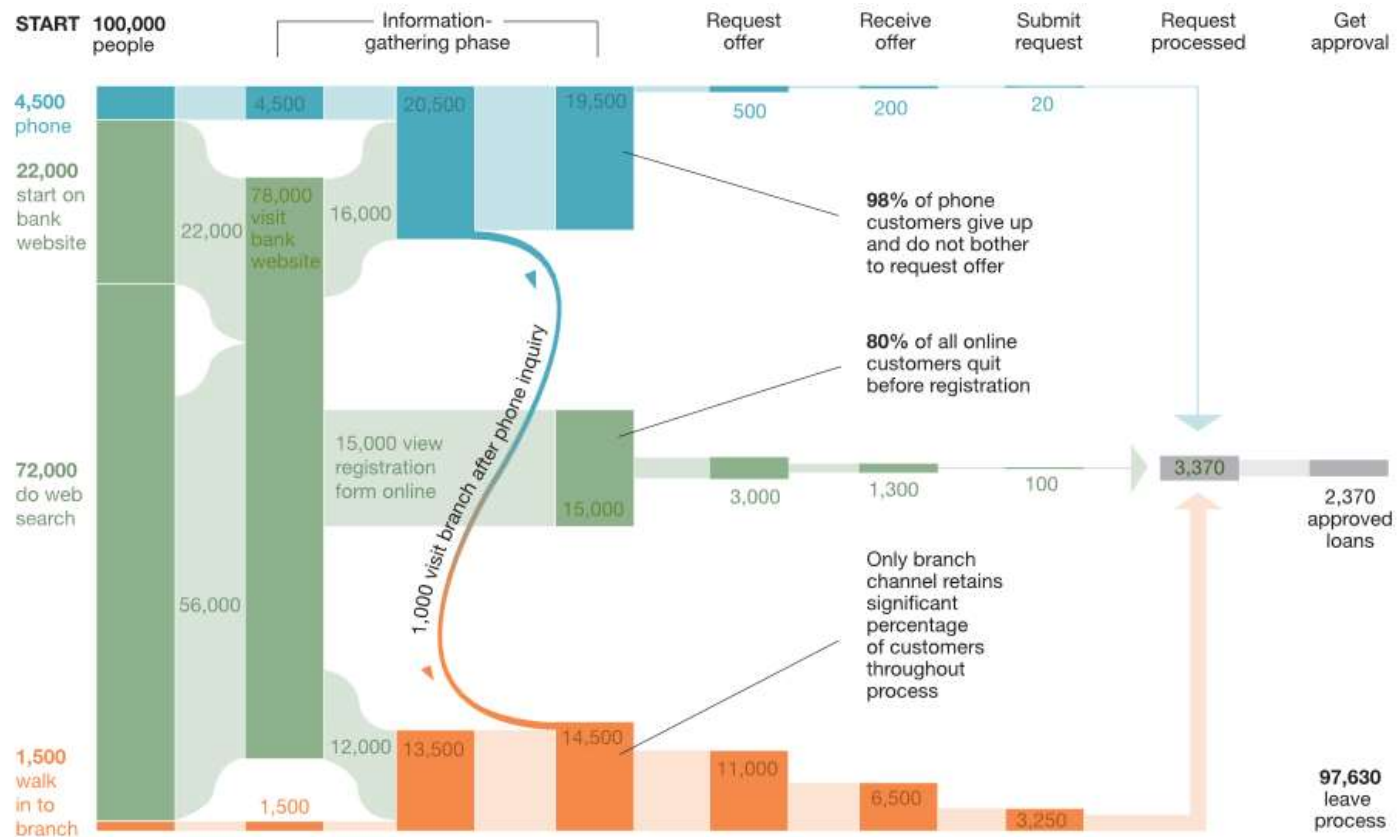
Customer Engagement Representative

4. Customer journey



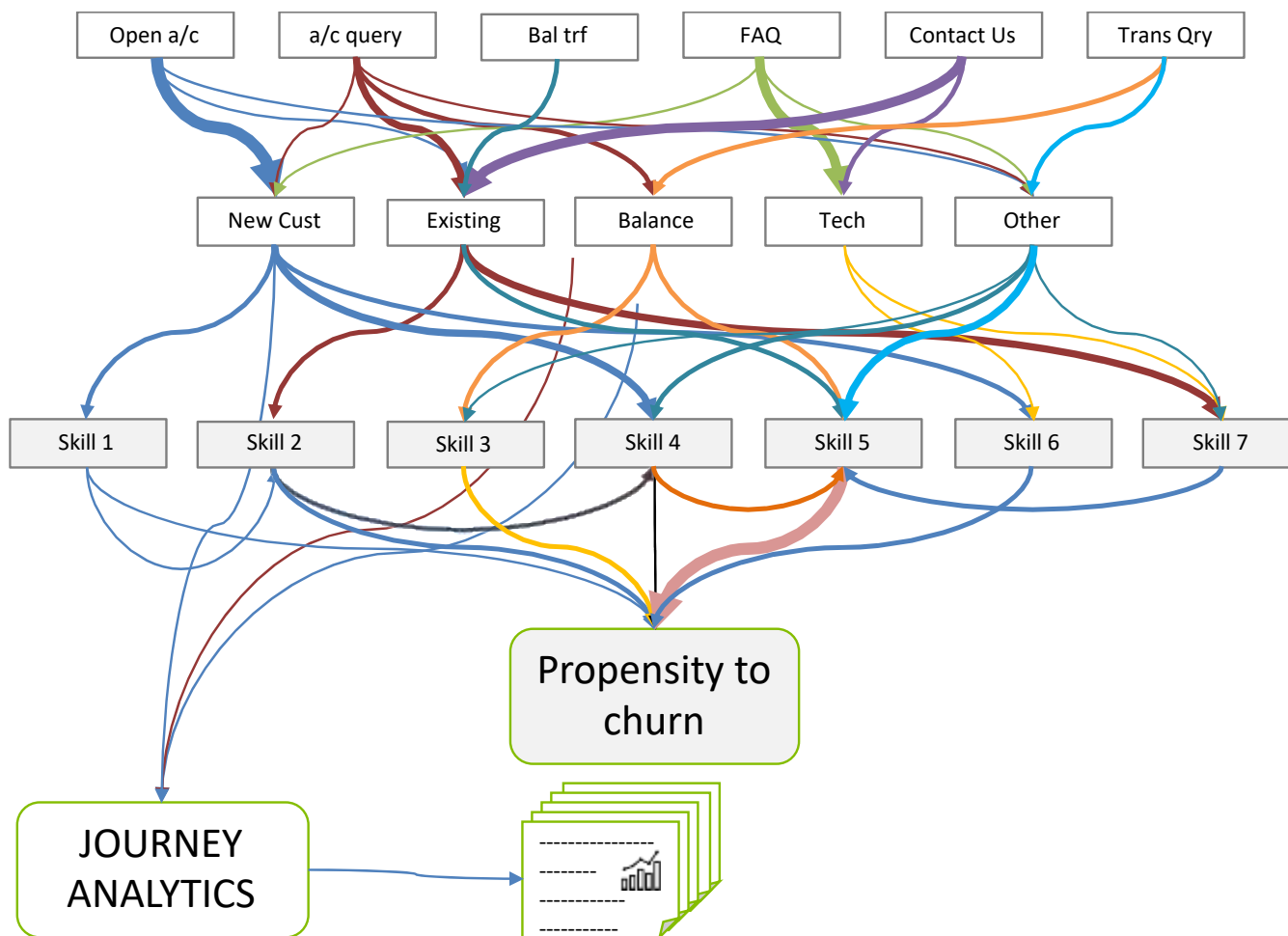
Source: McKinsey Digital Labs

<https://www.mckinsey.com/business-functions/operations/our-insights/the-ceo-guide-to-customer-experience>

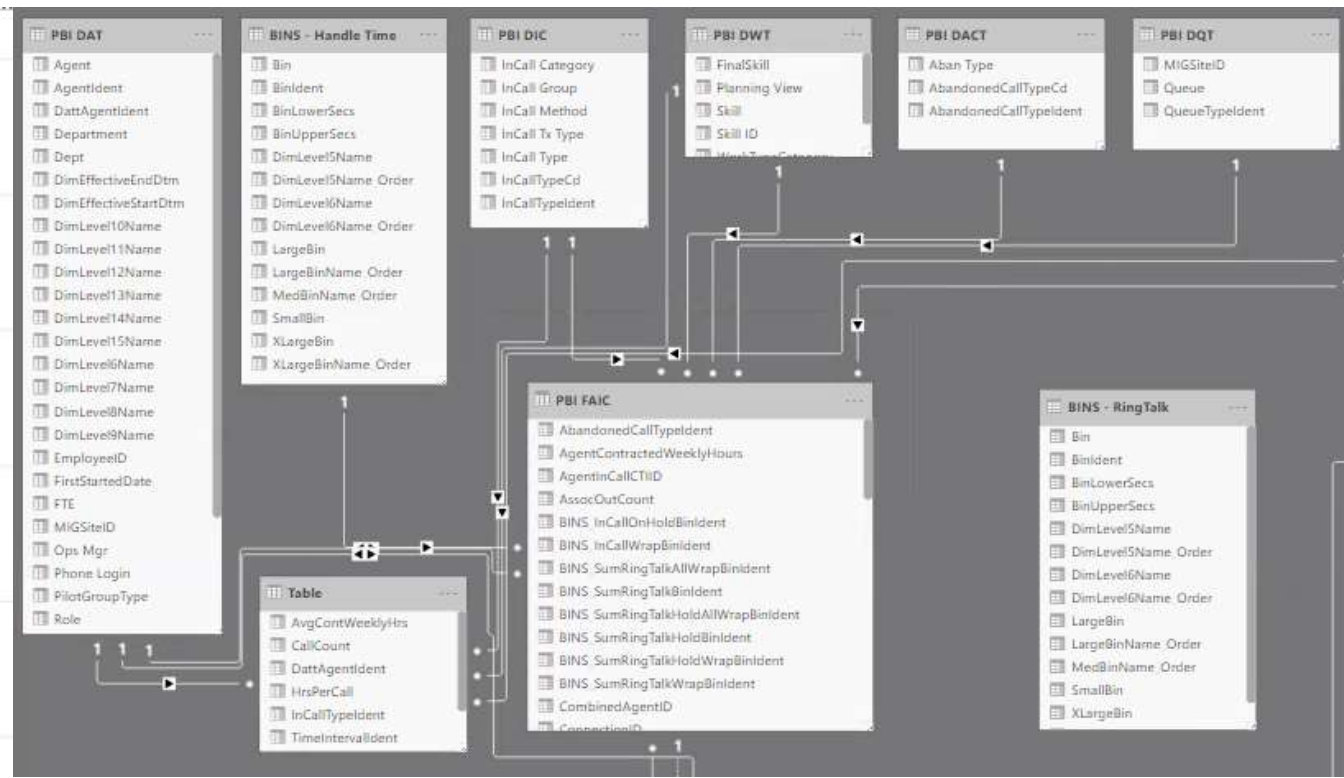
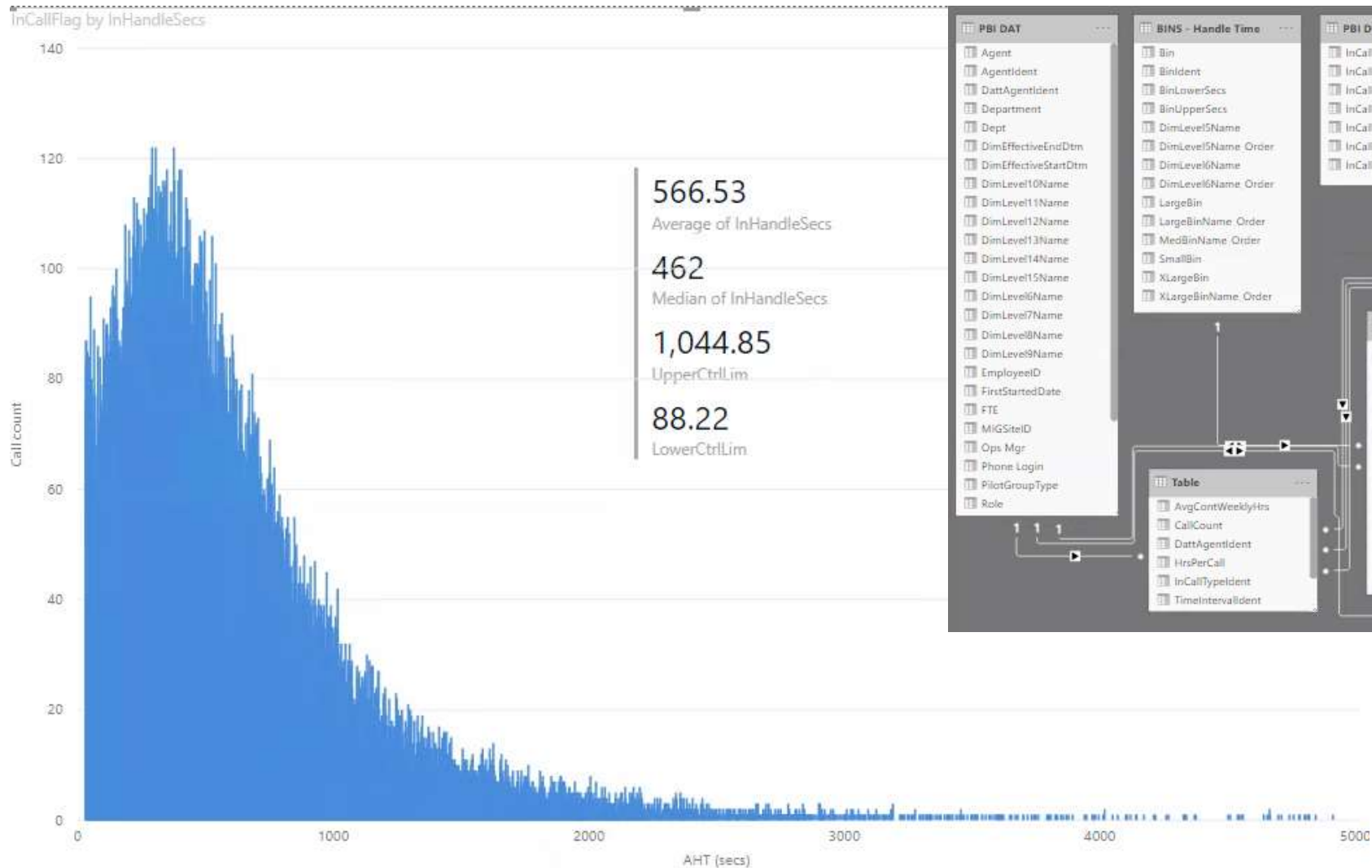


*Preapproved loans excluded.

Contact flow examples



5. Context data



Thank you....

Duncan White duncan.white@horizon2.co.uk +44 7836 618303