Improving Customer Satisfaction

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August 8, 2006
CSAT

What is it
How is it measured
What methods did we use
What were the results
Customer Satisfaction

1-800-ASK-USPS

Every address in the nation represents a customer.

Satisfaction measures:
  - Overall quality of experience
  - Offer menu choices that meet need
  - Instructions are easy to follow
Point of Service Evaluation

POSE, a basic survey instrument
5 point scale
1 is very unsatisfied; 5 is very satisfied.
(1= 0, 2=25, 3=50, 4=75 5=100)

CSAT Index
Average of all three questions.
Each question weighted equally.
No surveys completed directly from Main Menu.
Weighted average by volume of calls per application.
Voice-of-the-caller

POSE survey verbatim
  Open-ended caller responses

Analyzed 500 calls per application
  Focused on unsatisfactory responses
  Classified into categories
  Identified problem areas
  Investigated potential self-service solutions
Usability Methods

One-on-one interviews
Scenario-based usability experimentation
Heuristic evaluation
  Accuracy
  Low-cognitive load
  Efficiency & clarity
  Graceful recovery and error-handling
Persona
Prompt design
Overall quality
“Quick Hits”

Easy to implement, i.e. verbiage changes

<table>
<thead>
<tr>
<th>QUICK HITS</th>
<th>CSAT</th>
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</thead>
<tbody>
<tr>
<td>My PO/ Any PO</td>
<td>.12</td>
</tr>
<tr>
<td>Say or “enter” ZIP code</td>
<td>.05</td>
</tr>
<tr>
<td>Transition existing Change of Address</td>
<td>.03</td>
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</tbody>
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Results: (YTD Average)

69.63%  May

70.38%  June
Lesson’s Learned
Test Early, Test Often!

- Have a survey instrument!
- Voice-of-the-caller analysis
- Informal interviews
- Scenario-based experimentation
- Heuristic evaluation

... for Improved CSAT
Empowering Your customers and employees with speech technologies

SpeechTEKI 2006 Empower
The Voice Solutions Showcase

Thank You