How to Kick Customer Service Up A Notch!
Rosanne D’Ausilio, Ph.D.
August 8, 2006 – New York
How Important Was Your Overall Call Experience in Shaping Your Image of the Company?

BenchmarkPortal Inc./Purdue University

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Biggest Barrier to Self-Service Effectiveness?

Source: Kanisa & CRM Magazine Webinar

- 42% It’s too hard for customers to find what they need
- 24% Customers don’t trust the system/answers
- 20% The answers aren’t there
- 14% Customers don’t know about it

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Caller Satisfaction
Purdue Research Foundation

- First and Final:
- Strongest Driver
- Significant Impact on Caller Satisfaction
- Relationship Between First/Final and Caller Satisfaction

Queue Time:
- 150 ° Average Across Industries
- 30-90 ° Target Queue
- Critical Factor for Establishing Service Level Targets

86% = Best Practices
28.1° = Best Practices

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Two Strikes You’re Out
When would you switch due to poor customer service?

- 29.80% After: 3 unsatisfied inquiries
- 21.30% After: 2 unsatisfied inquiries
- 48.90% After: 1 unsatisfied inquiry

Source: destinationcrm.com weekly poll
# Impact of Repeat Calls
Based on 200,000 calls per quarter

<table>
<thead>
<tr>
<th># of Calls</th>
<th>% Problem Calls</th>
<th># of Addtl Calls</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Calls</td>
<td>14%</td>
<td>28K x 1 = 28,000</td>
</tr>
<tr>
<td>3 Calls</td>
<td>11%</td>
<td>22K x 2 = 44,000</td>
</tr>
<tr>
<td>4 or More</td>
<td>8%</td>
<td>16K x 3 = 48,000</td>
</tr>
</tbody>
</table>

120,000 x $5 cost per call = $600,000 or $2.4M annually
Primary Measurements of FCR
Source: Ascent Group Study

• Internal:
  – 34% Call Statistics
  – 26% Agent Driven Call Logging/Tick Sheets
  – 15% Call Quality Monitoring

• External:
  – 25% Customer Satisfaction Surveys
    (Voice, Automated, or Mail)
Do You Measure?

✓ What percentage of your customer’s concerns/questions are handled on first contact?
✓ How frequently your customers contact you?
✓ Do you identify repeat calls?
✓ Can you segment responses by type of call?
✓ Do you ask your customers if their concern was resolved, and how many contacts it required?
Top 5 Ways to Achieve FCR
Ascent Group Study

- Focused FCR Training
- Incorporating FCR into Monitoring/Coaching
- Root Cause Analysis
- Improving FCR Comm & Agent Awareness
- Process Improvement
7 Strategies for Success

1. Respond Promptly
2. Handle Request Through Customer’s Choice of Medium
3. Use Customer’s Language (vs Company’s)
4. Be Brief/Clear...Reduce Back and Forth
5. Keep it Simple/Easy to Use
6. Personalize Service
7. Delight the Customer

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Delight the Customer

- Inform/Educate
- Establish Expertise/Professionalism
- Offer Options
- Diffuse, if Necessary
- Escalate, if Required
- Take Ownership of Call
The Human Touch

- Utilize: Zero Out Option
- Eliminate: Silos!!!!!
- Self Document: All service channels
- Train Agents:
  - Diffuse upset/anger
  - Create relationships
  - Empathetic Responsiveness
  - Teach customers how to use VUI/IVR
- Personalize
- Ask your Customer!

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Thank You