
Solutions

CUSTOMER RECOVERY

How real-time customer feedback can help you re-engage with disaffected customers to reduce complaints and boost advocacy

Solution

- ServiceTick's customer recovery solution generates an automatic 'red flag' alert when a customer signals dissatisfaction through their survey response
- Alerts can be triggered by negative scores or by pre-determined words (e.g. *Ombudsman*, *disappointed*, *complaint*)
- In the event of either the ServiceTick console will automatically send email alerts to nominated individuals
- Any number of alerts can be prompted by the same question so different alerts can be sent to different individuals
- Customer recovery can be implemented for SMS, email, web and IVR surveys (IVR verbatims are transcribed in near real-time)
- Green flag alerts can also be set up for positive customer feedback which can then be shared with agents while the experience is fresh in their mind.

Benefits

Few customers expect their feedback to be listened to, let alone acted on. Closing the feedback loop is a powerful means of transforming customers' perceptions of your brand:

- By responding to expressions of dissatisfaction levels of brand advocacy can be improved dramatically. Data from a number of our clients shows that an effective customer recovery process can generate up to three-fold increase in levels of brand advocacy
- Niggles can be resolved before they turn into full-blown complaints. Re-engaging with customers will reduce the volume and cost of complaints received by an organisation. It can also head off negative reactions in social media
- Within the call centre resolution failure rates can be traced back to individual call agents, identifying training and coaching requirements within each team
- Recovery leads to measurable business benefit in terms of brand loyalty. A customer to whom you have demonstrated an ability to put things right will stay with you longer – reducing cost of acquisition. The Ombudsman Services Consumer Action Monitor suggests that 75% of consumers would be more likely to return to a company if a complaint they made was handled well, but only one in 10 (8%) would return if it was handled badly.



Why our clients use ServiceTick

ServiceTick helps its clients provide a better customer experience for their customers through:

- **Customer recovery** – re-engage with disaffected customers to reduce complaints and boost advocacy
- **Agent performance management** – Coaching in the moment; changing the culture in the contact centre
- **Service improvement** – identify and prioritise issues with process and customer experience
- **Compliance & TCF** – Use customer feedback to demonstrate compliance with regulatory requirements
- **Proposition development** – Evolve products and enhance product range using customer input
- **Brand management** – track performance against key brand attributes and behaviours

We support our clients with:

- **Online, customisable reporting** – Customer feedback data can be filtered by date, brand, product, process, channel, branch, team or agent. Data can be exported from the reporting console for further offline analysis.
- **Best practice survey design** – ensuring that surveys are structured to generate: maximum response rate; minimum drop-off; actionable insight based on the client's objectives
- **Key driver analysis** – identifying the primary drivers of KPIs such as NPS, Effort or CSAT
- **Issue prioritisation** – Our 'Issue Severity Index' combines volume of comments with a thematic score to identify which aspects of the customer experience cause the greatest concern or frustration
- **Customer journey development** - mapping your customers' journey to identify the crucial touchpoints and moments of truth where the customer's impression of your brand is shaped
- **Benchmarking** - the majority of our clients use a combination of NPS, CSAT or 'ease of doing business' (Effort) to track service delivery; and most of them ask questions to determine satisfaction with specific agent behaviours. This means we have a considerable body of data that allows us to benchmark individual client scores against a group of brands.
- **Multichannel survey delivery** – real-time, multi-channel, voice of the customer feedback via IVR, email, SMS and web



2-4 Queen Street; Norwich; NR2 4SQ
01603 618326