

Boosting Customer Loyalty Using NPS Analytics



Our team worked with a diversified **public North American communications and media company**. It helped them improve their NPS process via deeper insights into the “actual” critical aspects impacting customer experience & loyalty.

Table of Contents

- Customer Profile
- Business Challenge
- Project Objective
- Goals of the Study
- Our Approach
- Findings
- Results

Customer Profile

A diversified public North American communications and media company operating primarily in wireless communications, cable television, telephone, and internet connectivity.

Industry: Telecom

Annual Revenue: Approximately \$13.2Billion

Business Challenge

The client approached us to study their NPS and highlight improvement opportunities to impact customer experience and loyalty outputs.

Project Objective

Net Promoter Score (NPS) is a wildly popular tool for assessing a consumer's likelihood to recommend a company's product or service. The score is the heart of a Net Promoter System, but one cannot take action without knowing why a consumer rates it as "likely to recommend" or "unlikely to recommend."

Goals of the Study

- Understand the key drivers for Detractors.
- Determine the significance of customer experience factors driven by Service offerings and Agent Behavior.

Our Approach

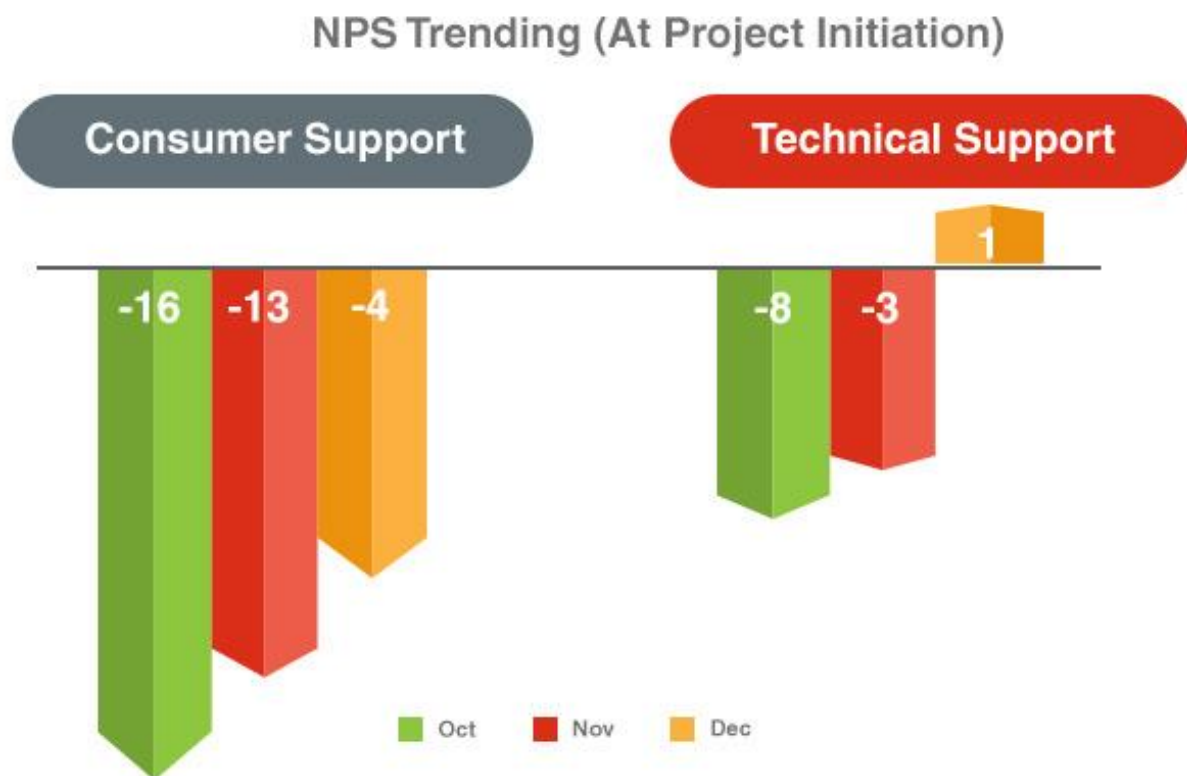
Our findings and recommendations were based on the following:

- Over 8000 surveys were studied, and nearly 250 survey calls were analyzed by our team to investigate agent behavior and link the drivers to promoters and detractors,

- The consumer satisfaction factors were examined using regression analysis to identify the top drivers for consumer satisfaction and dissatisfaction.

Findings:

With the help of Key Driver Analysis, the Team focused on those consumers who were dissatisfied with the quality of service. Month-on-month trending on NPS for Consumer vs. Technical support calls showed negative NPS scores for the client.



Top issues were further analyzed, and findings were reported on 'Consumer' and 'Technical Support' campaigns.

On the Consumer Support campaign, 'Billing issues' were the primary opportunities, with key issues being:

- **Unresolved billing issue,**
- **Bills not reflecting recent changes,**

- **Credits were not applied as promised.**

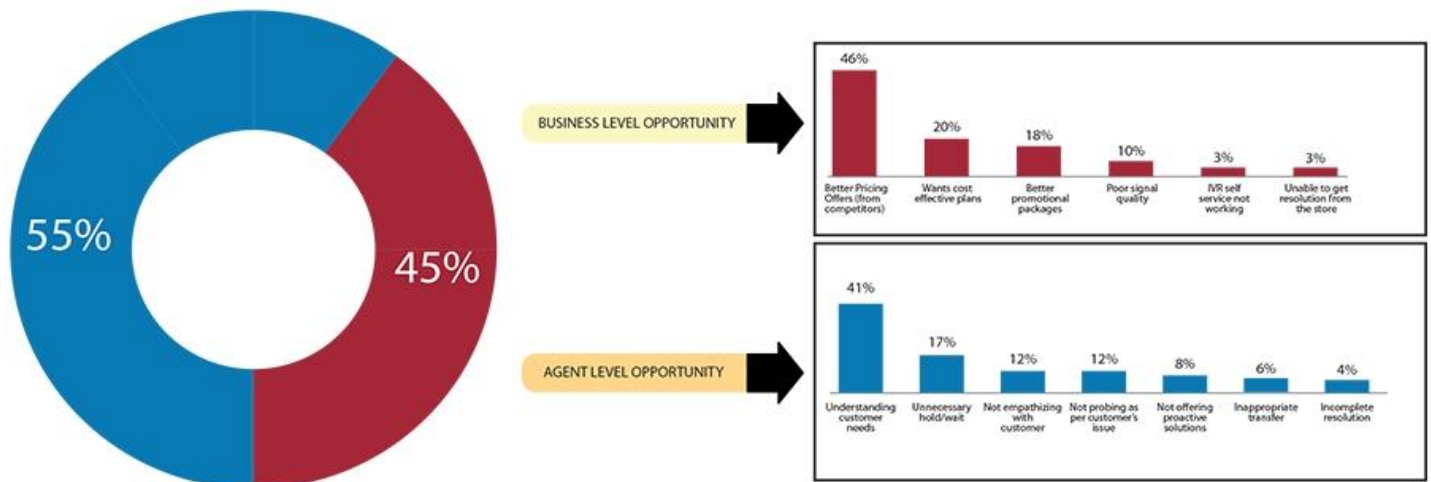
The 'TV' product drove the most negative customer experiences in the Technical Support campaign. We heard customers having issues with the following:

- Limited access to channels
- The video recorder not working
- Black screen

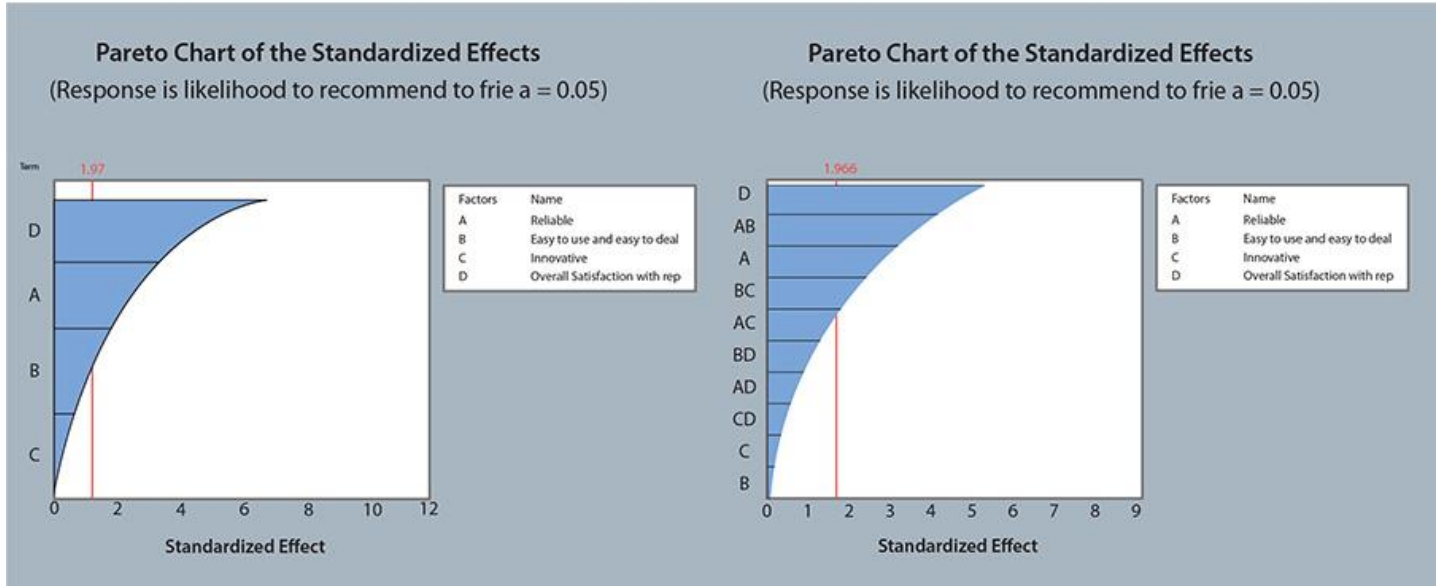


Also, 55% of the opportunities were related to agent behavior due to illegitimate holds and transfers.

Types of Opportunities (Based On A Sample of Detractors)



Our further analysis showed that offering 'Innovative Products and Services' is not a significant driver of customer experience when it is offered alone. Still, it is significant when combined with 'Ease of Use' and 'Reliable.'



We demonstrated that it was important for the agents to communicate the timeline for resolution and accurately understand the consumer's need above other factors.

Results

Our analysis helped our customers get a deeper insight into the “actual” critical aspects impacting customer experience & loyalty. Considering the above results, it appeared that “customer efforts” was an important aspect that needed to be tied to the survey responses and was our recommendation for inclusion in the survey form. This enabled the client to focus on business opportunities while improving an agent's opportunities at an organizational level. Through combined efforts, our client experienced **an improvement of 9.4 points in the Consumer Support Campaign and 12.1 points in the Technical Support campaign was observed after 9 months of project completion.**