



Improving Customer Experience and Operational Efficiency through Self-Serve Solutions

Case Study



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Client Overview

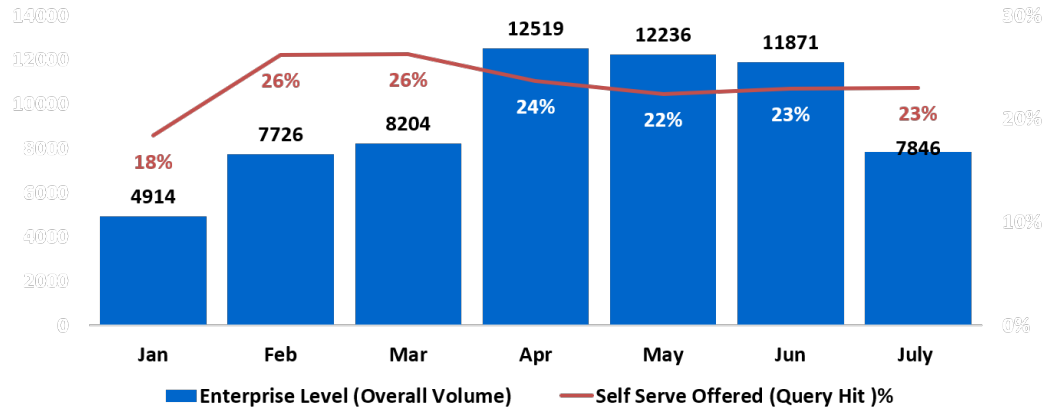
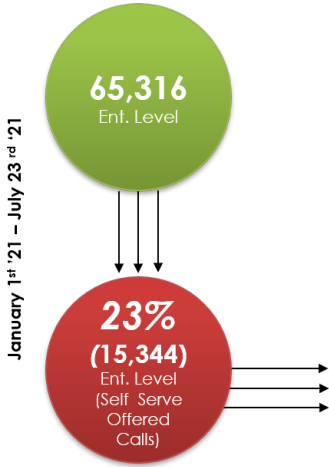
A leading provider in the **consumer goods sector**, recognized for its commitment to customer satisfaction, partnered with us to optimize its **customer service operations**. Through improved self-serve solutions, it aimed to streamline processes and reduce the volume of repeat calls.

Business Challenge

The client faced several challenges in their customer service department, with **77% of customer interactions needing more opportunities for self-service promotion**. This lack of promotion increased **customer effort**, led to repeat calls, and negatively impacted the overall **customer experience (CX)**. The existing self-service options were limited, and customer service agents needed to be made aware or hesitant to offer self-service alternatives. This resulted in higher operational costs and inefficient handling of customer inquiries.

Key Issues Identified:

- **77% of interactions** where self-serve options were not provided, leading to potential repeat callers.
- Customers were not transferred to the **survey line in 81% of cases**, reducing valuable NPS data collection.
- The self-serve option, limited to a website link, was not adequately promoted.
- **Call handling time** was longer for agents offering self-serve options compared to those who didn't.



Solution

To address these challenges, we conducted a comprehensive **self-serve optimization study**, focusing on the following areas:

1. **Call analysis** of 360 inbound calls, with 180 calls where self-serve options were offered and 180 where they were not.
2. Identify key **call drivers** where self-serve could be effectively implemented (e.g., parts inquiries, product inquiries, order status).
3. Recommendations for enhancing **self-serve options**, including promoting the app and expanding its availability for Android users.

Key Findings

- **Average handling time (AHT)** was **3 minutes and 33 seconds longer** for calls where self-serve options were not promoted, highlighting inefficiencies.
- Agents tended to rush through calls to resolve issues quickly, resulting in **88% of missed self-serve opportunities**.
- Self-serve promotion could have been more consistent across different months. **February and March** showed some improvement but a drop from **April to July**.
- Self-serve could significantly reduce repeat calls, which increases customer effort and dissatisfaction.

Recommendations & Implementation

- **Training agents** on the importance of self-serve solutions, enabling them to promote options like the website and app confidently.
- **Expanding self-serve features** on mobile platforms, particularly making the app available to iOS and Android users.
- Establishing **clear guidelines** for when and how agents should offer self-serve options to ensure consistency.
- Monitoring performance with **ongoing metrics** to track the effectiveness of self-serve promotion and call deflection rates.

Potential ROI

By improving the self-serve promotion, the client could achieve substantial cost savings:

- **77% reduction** in missed opportunities for promoting self-serve.
- An estimated **annual savings of \$8,684** from reduced call volumes due to improved self-serve engagement.
- Projected **call volume reduction** of approximately **9% over 12 months**, leading to fewer customer interactions and lower operational costs.

With these changes, the client will improve **customer satisfaction** and **loyalty** and realize **significant cost savings** through operational efficiency.

Results

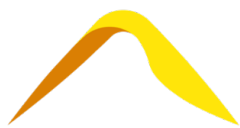
The recommended changes have the potential to:

- Enhance the **customer experience** by providing quick and easy resolutions through self-serve options.
- **Reduce repeat call volumes** and **lower average handling times**.
- Enable the client to gather more accurate **NPS data**, driving further improvements in CX.

Avg. Monthly Call Volume (Based on Ingestion Data)	9,331 Calls			
Avg Call Duration	9 minutes			
Agent Misses to Guide The Customer To Self Serve	77%			
	Before	After (3 months)	After (6 months)	After (12 months)
Reduction in calls, where agents misses to guide the customer to Self Serve	77%	▼ 75%	▼ 65%	▼ 55%
	Before	After (3 months)	After (6 months)	After (12 months)
Reduction in Call Volume	9331	▼ 9100	▼ 8900	▼ 8600
Potential Savings Per Month By Call Deflection	731 X 9 mins X\$0.11= (\$723)			
Potential Annual Savings	\$723 X 12 = \$8684			

Curious to learn more? We're at your service!

BGO is dedicated to collaborating with brands spanning various industries, aiding them in assessing their customer experience, and continuously enhancing it to surpass anticipations. Get in touch with one of our team members now to start a conversation!!



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