



Improving Customer Experience and Operational Efficiency through Self-Serve Solutions

Case Study



BILL GOSLING
OUTSOURCING



Case Study

Improving Customer Experience and Operational Efficiency through Self-Serve Solutions

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 proposed 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 **customer interactions having opportunities for self-service pitch** which will aid in reducing the call volume. 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.

Solution

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

1. **Analysis** of random samples to understand the scope of the self-serve option.
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

- Agents tended to rush through calls to resolve issues quickly, resulting in **88% of missed self-serve opportunities**.
- Self-serve promotion inconsistent 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:

- **28% improvement** in agents pitching self-serve options in 12 months.
- An estimated **annual savings of \$86,840** 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.

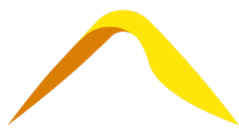
Results

The recommended changes have the potential to:

- Enhance **customer experience** by providing quick and easy resolutions through self-serve options.
- **Reduce call volumes by 12% a month with 20% decline in agents missing the self-serve.**

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!!



BILL GOSLING
OUTSOURCING

NEQQO

Making Lives Better, One Connection at a Time.

Bill Gosling Outsourcing,
55 Mulcaster Street,
Suite 600 Barrie,
ON, L4M 0J4, Canada.



<https://www.neqqo.com/>

