



Improving Customer Satisfaction in Consumer Services

Case Study



BILL GOSLING
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Client Overview

A global consumer-focused business aiming to deliver exceptional customer experiences faced customer dissatisfaction (DSAT) challenges in its service operations. These challenges stemmed from specific product and service issues, impacting customer retention and revenue.

Project Summary

The project involved an in-depth analysis of customer dissatisfaction across a key business line. The aim was to identify the root causes of DSAT, evaluate its impact on customer churn and revenue, and provide actionable recommendations to enhance customer satisfaction.

Objectives

1. Identify the primary drivers of customer dissatisfaction.
2. Quantify the impact of DSAT on customer churn and revenue loss.
3. Recommend strategies to reduce DSAT and improve customer experience.

Methodology

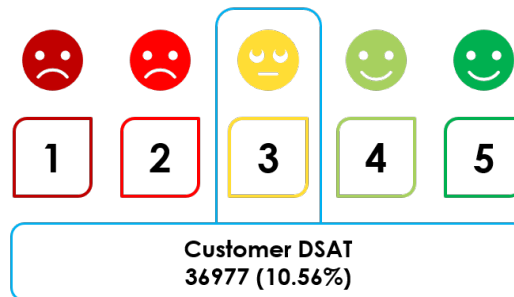
Data Analysis:

Analyzed 350,011 customer interaction calls from NEQQO speech analytics.

Tools: Automated query analysis with 80%+ accuracy for categorizing DSAT drivers. The overlap between categories causes an unbalanced sum of the %, due to common issues being discussed on same call.

10.6% DSAT at Enterprise level with instant link & Customer Service as top reasons

N=350,011



Ink Services 12329 (33.34%)	Customer Services 9231 (24.96%)	Product Performance Issues 3772 (10.20%)	Policies Concerns 1035 (2.80%)
<ul style="list-style-type: none"> Ink Billing/ Account concerns - 8852 (71.80%) Ink Accessibility Policy - 3244 (26.31%) Ink man Discrepancy - S94 (4.82%) 	<ul style="list-style-type: none"> Delayed Resolution • dSS3 Agent Negligence - 3574 (38.72%) Service Quality - 1062 (11.50%) Language Barrier • 267 Agent Knowledge - 162 (1.75%) 	<ul style="list-style-type: none"> Product Performance Issues - 3772 (100%) 	<ul style="list-style-type: none"> Paid support - DNAP - 572 (55.27%) Warranty Coverage Issues - 480 (46.38%)

Insights and Key Findings

1. Primary DSAT Drivers:

- Ink Services (33%):** Billing and accessibility concerns.
- Customer Service (25%):** Delayed resolution, agent negligence, service quality.

2. Customer Churn Impact:

DSAT Calls per annum: 564068
Customer DSAT: 10.6% (6months)

Annual DSAT Calls for Ink:
174861

Annual DSAT Calls for PS:
157939

65% of customers are likely to **switch brands** due to poor customer service as per external survey

Potential Lost Customers:
102660

Potential Lost Customers:
113660

Total Potential Lost Customers:
366644

Ink Revenue Loss:
5.13 million USD /- annum

PS Revenue Loss:
59.35 million USD /- annum



Total Revenue Loss:
64.49 million USD /- annum

The total potential lost customers indicates a considerable risk of customer attrition. Addressing DSAT drivers could significantly reduce this churn and prevent further financial loss.

- Estimated annual churn: 366,644 customers.
- Annual revenue at risk: \$64.49M.

3. Operational Challenges:

- Calls exceeding 30 minutes often involved unresolved issues, such as printer setup and connectivity, with a resolution rate of only 53%.
- 33% of long-duration calls remained unresolved due to callbacks and disconnections.

Recommendations

1. Service Enhancements:

- Streamline billing processes and improve resolution protocols for high-frequency issues.
- Proactively address product defects with enhanced quality checks and targeted fixes.

2. Operational Improvements:

- Implement advanced agent training to reduce transfer rates and improve resolution efficiency.
- Develop robust customer escalation protocols to minimize churn risk.

3. Technology Integration:

- Leverage predictive analytics to identify recurring pain points and automate resolutions.
- Provide self-service options for common customer queries to reduce call volumes.

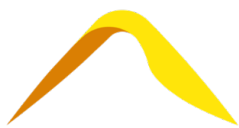
Potential ROI

By addressing the key drivers of DSAT and implementing the recommendations:

Customer Retention: The client is projected to reduce the DSAT by 4% in the upcoming year by focusing on highlighted opportunities and potentially saving a significant portion of clients.

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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