Building an Effective Customer Feedback Program

Mobile Voice | **February 2012**

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better surveys. better data. better decisions.

About Us

**Machines Compute.
People Listen.**

Background and Expertise

▸ Professional services company founded in 2001

▸ Breakthrough process for collecting and reporting timely, actionable customer feedback

▸ Services include usability testing, continuous survey programs, and syndicated research

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Presentation Overview

‣ Why use customer feedback?

‣ What makes feedback effective?

‣ Feedback Programs for Automated Customer Service

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Why Feedback?

Customer feedback happens.

▸ Every customer service system ever built has received customer feedback

  – Complaints, survey scores, etc.

  – Customers will go to great lengths to give you feedback

▸ Using feedback = harnessing the power

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What Is Feedback?

Feedback Comes Directly from the User

- ▸ Usability studies
- ▸ Customer surveys
- ▸ Complaints

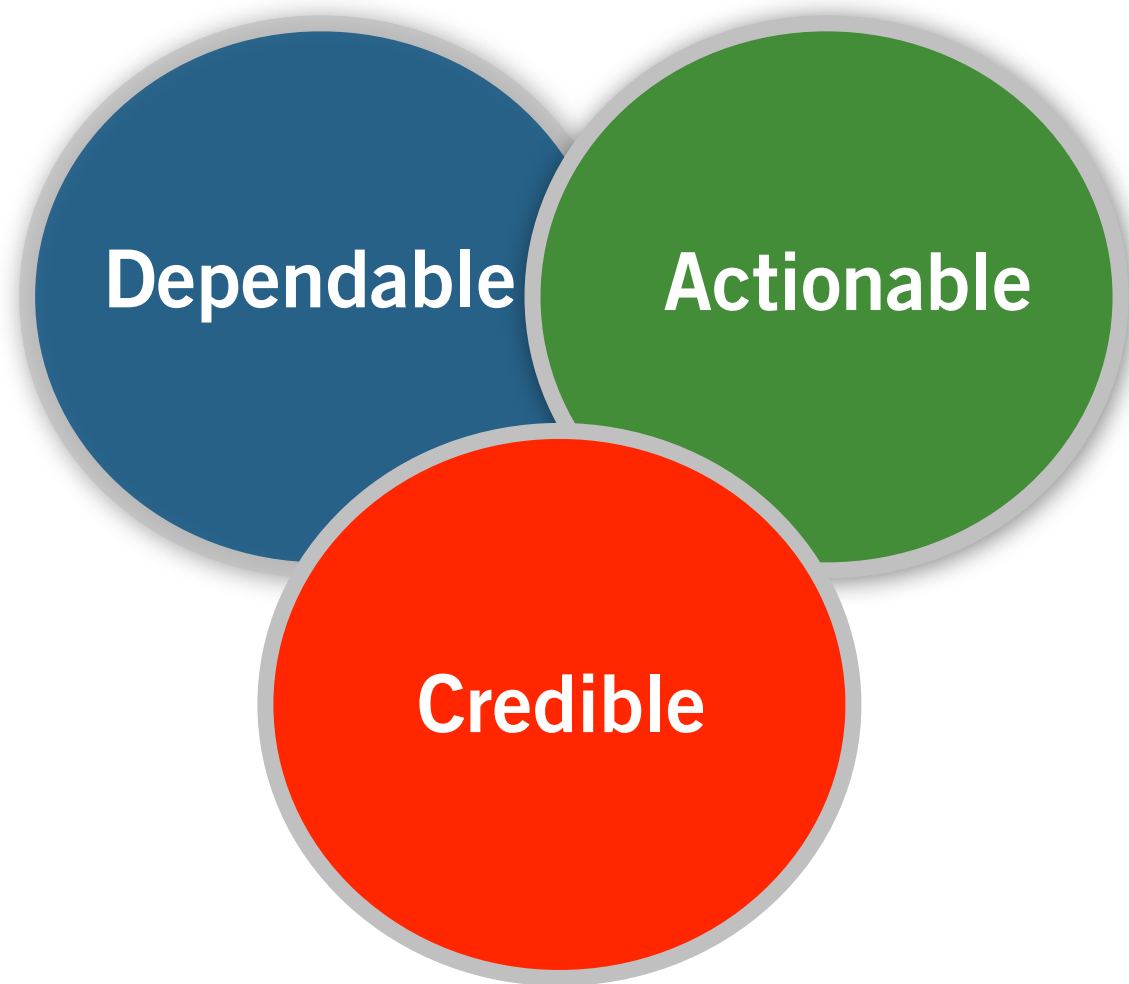Vocalabs

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Why Feedback?

Business Goals Often Reflect Customer's State of Mind

▸ Satisfaction

▸ Ease-of-use

▸ Net Promoter Score

▸ Intent to Repurchase

You have to know how to be Effective to be Cost Effective

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What Makes Feedback Useful?

Dependable Data

▸ **Methodology:**
How the feedback was collected

▸ **Sample Size:**
How many different people provided feedback

▸ **Bias:**
Whether the process encourages a particular result

▸ **Validity:**
Whether the data actually supports the conclusions

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Actionable Data

Actionable

▸ Contains not just the "what happened" but also helps explain "why"

▸ Allows you to go beyond measuring performance to create a feedback loop of continuous improvement

▸ Delivered in a way that is useful to the people responsible for making improvements

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Credible Data

Credible

More Credible:

▸ Recorded audio

▸ Strong emotion

▸ Customer opinions

▸ Stories

▸ Supports listener's beliefs

▸ Listener buys into process

Less Credible:

▸ Written responses

▸ Indifference

▸ Third party opinions

▸ Statistics

▸ Contradicts listener's beliefs

▸ Listener is hostile to process

Credibility is about whether the recipient believes the data, and has nothing to do with how useful or scientific it is.

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Feedback for Automated Service

1. Define Purpose

2. Design Program

3. Analyze Results

4. ???

5. Profit!

Define Purpose

▸ Track Metrics

▸ Identifying Problem Areas

▸ Evaluating Design Alternatives (aka Usability)

▸ Validating Changes

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Design Program

▸ Strike a balance between depth and breadth

▸ Keep questions targeted, but allow free response

▸ Sampling depends on goals:

   ▸ Purely random for calculating metrics

   ▸ Purely targeted for deep insight

▸ Avoid collecting feedback during the same call

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Analyze

- Look for trends in key metrics by:
    - Call type
    - Customer type
    - Agent vs. Automated
    - Error states
    - Time of Day

- Make it useful:
    - Use free response to understand customer's state of mind
    - Use recordings to understand what happened
    - Use expertise to understand how to improve

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???

- Feedback is likely to identify several potential changes

- Data from a well-designed feedback program can predict the likely impact on key metrics

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Profit!

- Improve self-service usage

  - Customer-reported speech recognition errors at T-Mobile doubled in 2011

- Improve customer satisfaction

  - 1.9% of customers who report it was hard to reach an agent successfully self-served across all industries

- Reduce inefficiencies in customer service

  - 20% of IVR problems in the banking industry are related to authentication

Data from the National Customer Service Survey, 2011
Based on 6,902 interviews with customers immediately after a call to bank customer service, mobile phone customer service, or computer technical support

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Thank You!

▸ Contact us with questions or to request a copy of the slide presentation

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