



CATs: Taking Service To a Higher Level

How does your contact center measure and quantify the level of customer satisfaction?

The reality is that 90-95% of customers are not extremely satisfied with the service received as your Call Monitoring program is suggesting!

When assessing customer satisfaction, are you accurately measuring one of the key elements necessary for delivering World Class service — ***The Voice of the Customer?*** Integrating direct customer feedback with monitoring efforts can reduce the subjectivity inherent in a Call Monitoring program because:

- Service scores are often inflated by the monitoring team
- Processes scored are out-of-line with caller expectations
- Call monitoring asks for ratings of adherence to procedure and attempts to estimate the caller perception of the service delivery

Integrating direct customer feedback with your current measuring criteria can impact your contact center by —

Improving your service delivery to customers:

- Employing the survey shows your customers you honestly care about their opinion and will act on the information
- Increase the awareness and importance of caller satisfaction throughout the enterprise

Generating more timely, realistic, and quantifiable measurement of caller satisfaction:

- Evaluate customer opinions immediately after the service experience and increase the reliability of the feedback received
- Generate a statistically representative sample for results that can be generalized to all of the calls you receive
- Receive third-party evaluation of service which is more believable when sharing the results with the teams and individual CSRs, management, and clients (and potential clients)

- Eliminate the gap between the customer service experience and the evaluation that exists for telephone and U.S. Mail surveys
- Receive customer comments transcribed for the reports and provided in convenient sound data files attached to the immediate service recovery Email alerts so your customer advocate team can listen to the comment before contacting the customer
- Develop believable results for each center, for each team, for each gate/skill, customer type and for each CSR

Assisting management in key decision-making efforts:

- Leverage the timely receipt of reports
- Manage the information and not the data — receive and distribute results each month (more frequently, if needed) and ACT!
- An essential tool for your coaches and trainers to identify and customize improvement opportunities for teams and individuals
- Discover real-time service recovery opportunities — dissatisfied customers are identified by the system and reported to your Customer Advocate Team immediately via an Email alert with attached comments
- Build an effective component of the incentive/compensation program for CSRs
- The ability to collect surveys to match the number of calls monitored per CSR — a complete view of how your employees are serving customers