

## Case Study

# Using Analytics For Complaints Root Cause Analysis



### The Problem

- Need to derive root-cause drivers of complaints
- Understand insights from complaints to make business change to improve the customer experience

### The Solution

- Use analytics to identify the root-cause drivers of complaints and quantify the opportunity savings by taking corrective action
- Provide a regular deep-dive readout of insights into the top complaint drivers for continuous improvement

### Our Findings

In this example, the main theme was identifying opportunities to improve store staff attitude including introducing a closed-loop feedback of complaints to store managers and delivery of some Customer Experience Training.

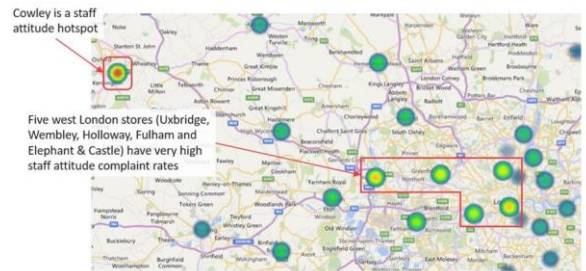
### Return on Investment

Over the last 12 months we have identified the opportunity to save 6000 complaints, which equates to over £250k a year.



### West London and Cowley

Staff attitude complaints are high for these stores



### The Results

Other focus areas have included:

- Improving the product delivery processes (eg *booking deliveries, provisioning goods etc*) and associated communications to customers (eg *telling customers when running early/late or rebooking*).
- Improving the repairs *journey (including repeat repair identification and communications to customers)*
- Improving the collections process (*including staff training to better handle these types of calls, focusing on empathy*)

## Get in touch

Get in touch with our analytics experts today

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