

# Using analytics for complaints root cause analysis



Ember

## CASE STUDY

### Problem

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

### 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

### 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.



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) and
- Improving the Collections process (including staff training to better handle these types of calls, focusing on empathy).



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### Return on Investment

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