

Using analytics to improve NPS



Ember

CASE STUDY

Problem

- To make a marked improvement in transactional NPS after a service and sales customer interaction
- Reduce customer churn from poor service
- Increase repeat business based on CX

Solution

Developed a comprehensive plan based on the Ember VOC methodology, including:

Step 1: deploy a post-transaction customer survey

Step 2: establish a baseline level of performance

Step 3: start the pilot phase with an internal communications plan

Step 4: frontline training of the CX programme

Step 5: agent self-improvement by acting on the direct customer feedback

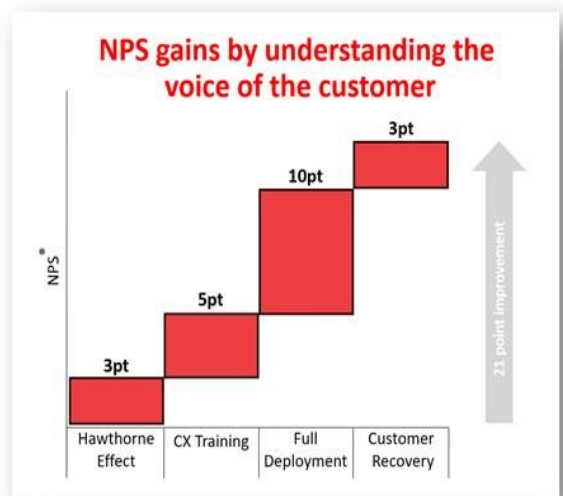
Step 6: coaching from supervisors and knowledge training where gaps were identified

Step 7: implementation of a closed-loop recovery process for at-risk-of-leaving customers

Findings

Using analytics on the customer verbatim comments, this organisation were able to understand the drivers of customer dissatisfaction. The actions they implemented were both tactical and strategic:

- Tactical, by reaching out to customers and addressing the individual reasons for dissatisfaction, and by delivering agent coaching based on their individual needs
- Strategic, by using customer feedback to prioritise large organisational IT, systems and process changes



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Return on Investment

Within a 6-month period, the organisation saw a 21-point improvement in NPS which equated to around £2.5m in additional annualized revenues