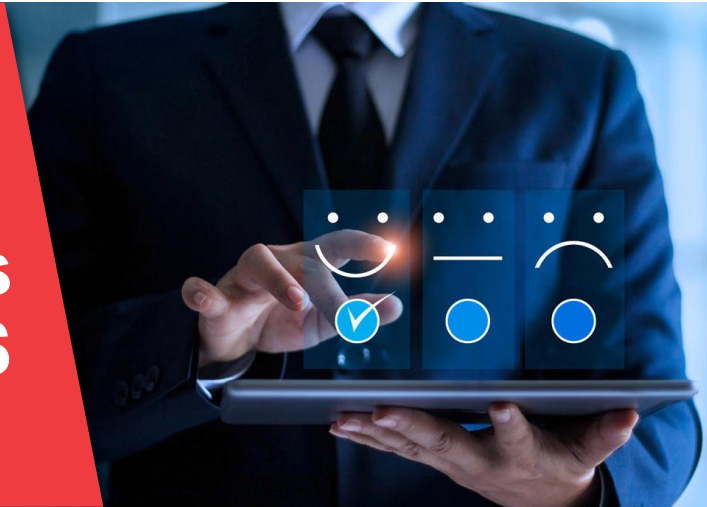


Case Study

Using Analytics to Improve NPS



The 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

The Solution

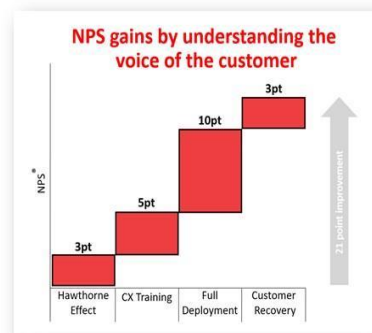
Developed a comprehensive plan based on the Ember VOC methodology, including:

- 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

The Results

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 organizational IT, systems and process changes



Get in touch

Get in touch with our analytics experts today

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