

# Using analytics for a world class customer service recovery



Ember

Ember were engaged to help the organisation with a closed loop service recovery solution in order to deliver performance improvement across their Customer Experience.

Our approach was to identify customers who have had a poor customer service interaction or were identified as a retention risk, based on their language. This was primarily driven from NPS surveys, social media listening and speech & text analytics.

## How we helped

We worked with our client to identify the specific customer language, from a customer interaction, that would trigger a service recovery alert. The client would make contact with the customer to address the issue. Once contact was made, a follow up survey was sent to the customer to measure the impact the intervention had on the customer experience.

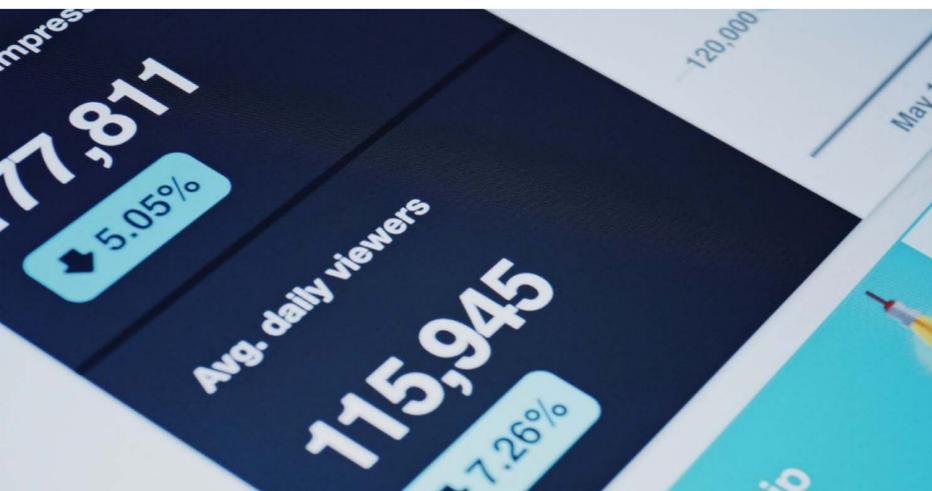
We were then able to track the change in customer experience based on the speed that the service recovery alert was actioned.



## The results

What this work has shown us is that the quicker you reach out to the customer after a poor experience, the better the outcome. For example, when the customer was contacted within 3 hours of a negative interaction, the bounce-back in NPS terms was the strongest, moving from -59 NPS in the original interaction to +31 NPS post recovery; a +90 point NPS swing.

The data also showed that even after contacting the customer a week after a negative interactions there were significant benefits from service recovery, in this case a swing of +62 points.



**Do you have an effective method of understanding when things go wrong for your customer and a plan to put them right? If not, we are here to help!**

## Our Solutions

We offer a swift and effective way to answer crucial questions and discover hidden trends and patterns – providing actionable insights that relate purely to your business.

Trust our skilled experts to help you understand what better looks like for your business!

[Find out more about our services](#)

[Get in touch with our analytics experts today](#)



Ember

60 Trafalgar Square, London, WC2N 5DS | T: +44 (0)20 7871 9797 | E: [info@embergroup.co.uk](mailto:info@embergroup.co.uk) | [www.embergroup.co.uk](http://www.embergroup.co.uk)