Ember
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Using Analytics to Understand and Improve NPS Scores and the Overall Customer Experience

Ember were engaged to help one of our retail clients to identify what drives multiple channel repeat contacts that results in customer dissatisfaction with the intend to uncover the root causes so corrective action could be taken to improve the overall customer experience as well as significantly increase NPS.

The first step was to measure the NPS in each channel and then look for common customer contacts across multiple channels to track the NPS delta.

The Problem

We looked at individual customer experience scores at two points in time, the first, after an interaction in a retail store and the second after an interaction in the contact centre. The time period between the two interactions ranged from 5 days to 60 days.

We then calculated the movement in the NPS score provided by the individual customers and looked for the root causes of why a customers' NPS would drop between the period.

The Results

Our analyses have shown the clear pattern of miscommunication given by the retail store to the customer, which led to the customer calling the contact centre who had to put things straight. The topics were quite varied, but billing timing and process featured heavily. The resulting action was an internal closed loop to re-train the originating retail stores to prevent further occurrences.

Following the introduction of regular reporting of this data and the closed loop process, the organisation have seen a dramatic improvement in the both the NPS performance across the channels as well as fewer repeat contacts being generated as a result.

Do you have a stagnating CX performance and are unsure why? Do you have a customer retention issue and want help to understand how? If yes, we are here to help!

Get in touch

Get in touch with our analytics experts today

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