



(Company Name/Logo)

TELCO INC CASE STUDY

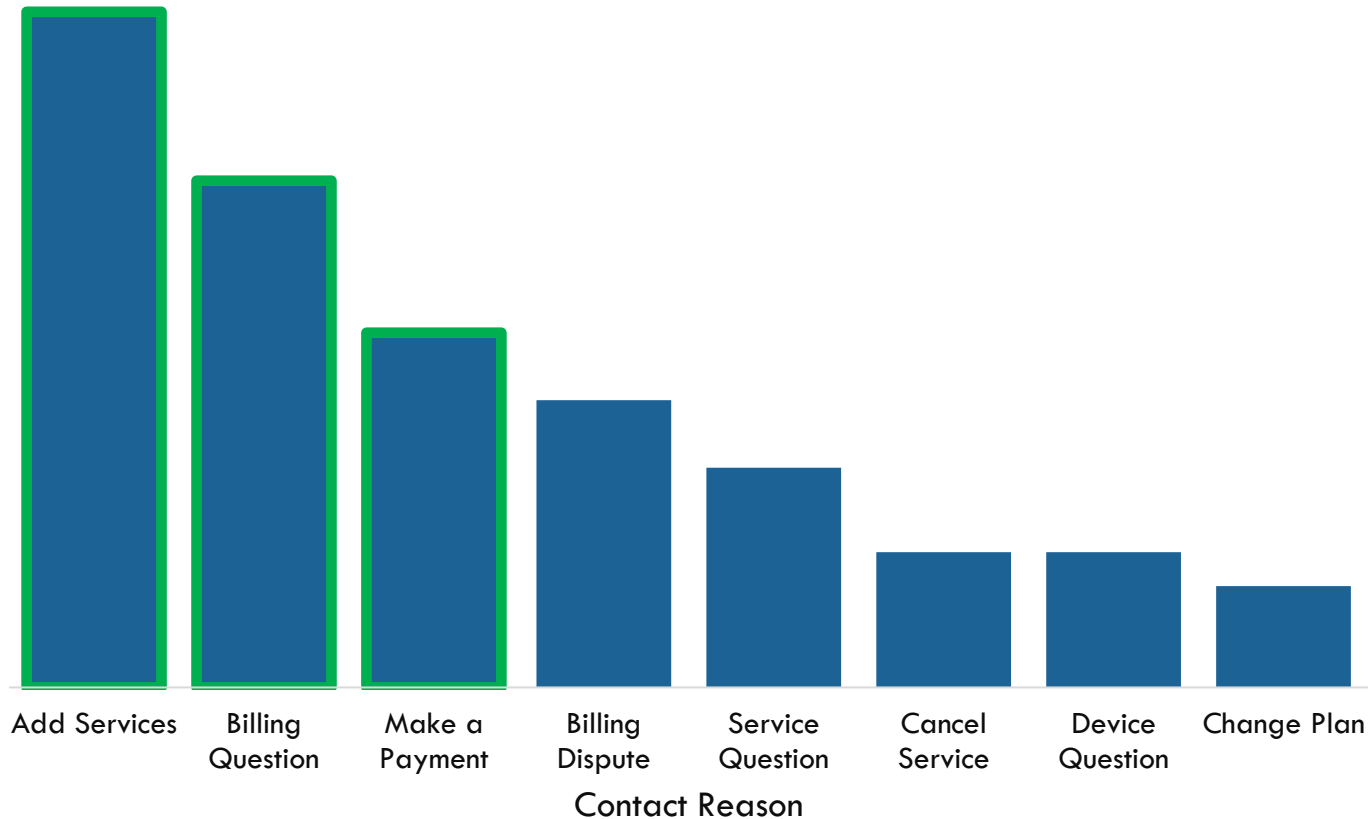
Customer Support and Brand perception

OVERVIEW

- 1 Drivers of Customer Satisfaction
- 2 Impact on Brand Perception
- 3 Pain Points in Customer Experience
- 4 Recommendations

CONTACT REASONS: SUMMARY

Frequency of Different Contact Reasons



- 64% of customer support inquiries are related to adding services, payments, and billing questions
- Low Customer Satisfaction
 - Users canceling services, asking service-related questions, or making payments led to poor brand perception
- Unsatisfactory Experiences
 - Adding services, changing plans, and service questions saw some of the lowest ratings for customer experience

Contact Reason	Calculated NPS Score	Average of Overall Experience
Add Services	-3%	2.125
Billing Dispute	-18%	3.058823529
Billing Question	30%	2.966666667
Cancel Service	-75%	2.875
Change Plan	17%	1.666666667
Device Question	63%	4.25
Make a Payment	-52%	4.19047619
Service Question	-62%	2.307692308

SELF SERVICE CHANNELS: SUMMARY

No Attempt or NA

59% of users reported that they did not use a self-service channel, or their issue(s) did not apply to any of the self-service options. These users reported having favorable experiences and are likely to either recommend or remain passive on TelCo Inc.

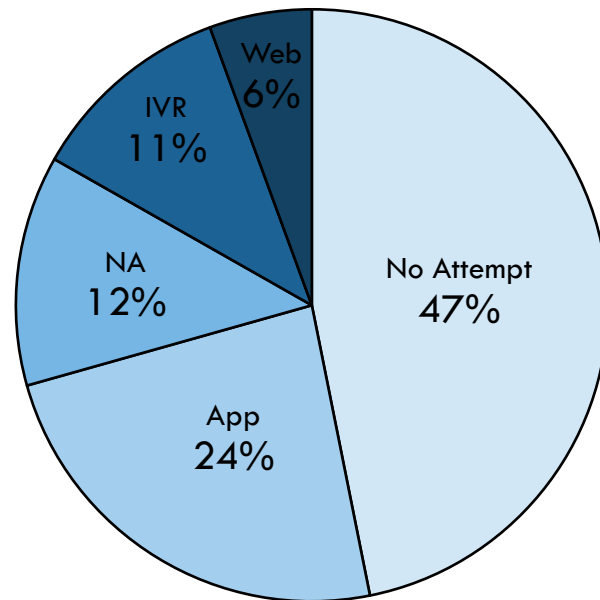
App and Website

Prior to contacting support, 30% of users tried to resolve their issues on the website and app. Majority of app users ran into issues while attempting to make payments, while web users were attempting to answer service questions.

Interactive Voice Response (IVR)

Although prompting each user prior to speaking to a customer service representative, only 11% of users reported attempting to solve their issue with the interactive voice response system. Like app users, users who used IVR were overwhelmingly attempting to make payments.

Share of Self Service Channels Used

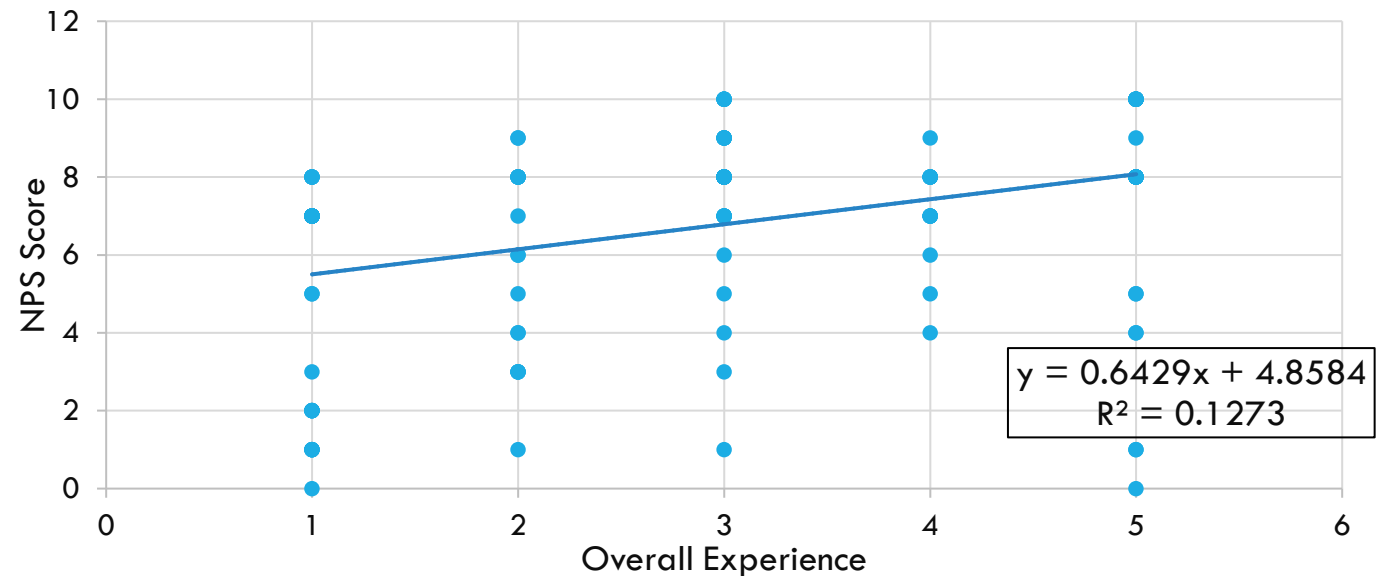


Self Service Channel	Calculated NPS Score	Average of Overall Experience
App	-50%	2.235294118
IVR	-44%	2.9375
NA	39%	3.149253731
No Attempt	12%	2.25
Web	-63%	3.277777778

BRAND PERCEPTION AND CUSTOMER SUPPORT

- In general, brand perception was negatively influenced by customer support
- Slight positive correlation between the overall customer support experience and raw NPS Scores as indicated by the trendline
- The R^2 value is close to 0 showing that the correlation is very weak
 - In most cases, the overall experience cannot be used to predict brand perception
- Further Improvements to customer service will benefit brand perception

Does Customer Support Experience Have an Impact on Brand Perception?



NPS Score	Count
0-6 (Detractors)	40
7 and 8 (Passives)	77
9 and 10 (Promoters)	26
NPS	-10%

SPECIFIED COMPLAINTS

Verbatims

“One thing after another.”

“Your FAQs were worthless”

“Every Advisor should be able to do everything in my opinion”

“I don’t want to contact you for everything”

“I couldn’t find where to go”

“What is going on”

“Why make it so difficult to understand my bill?”

Pain Points

- Confusion on where to find information or contact support
- Multiple calls required to resolve issues
- Poor FAQ responses drive users to contact support representatives
- Issues cannot be resolved without calling a representative
- Call transfers needed due to tier 1 and tier 2 advisor limitations

TELCO INC: NEXT STEPS



Implement Automated Chat Software on the Website and App

Removes the need to contact customer support on lower-importance customer support inquiries, lowering customers contacting support by up to 20%.



Improve and Expand Online Payment Service

Allows customers to make payments without contacting customer support reducing intervention from service representatives by up to 15%.



Improve General Information Provided on Website

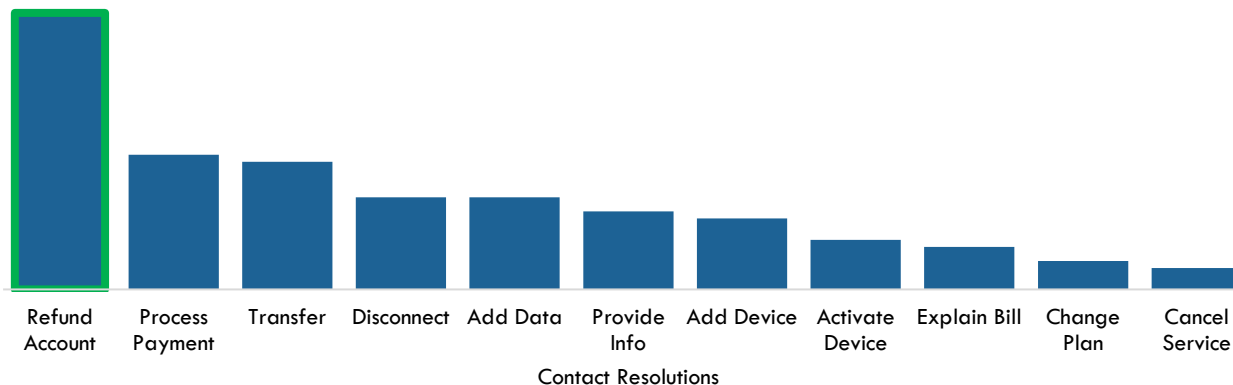
Provide more detail in FAQs and include more information about customer support services. Conduct A/B testing to assess effectiveness of the user interface.

APPENDIX: NOTES

Resolution Intervention

- 27% of inquiries result in a refund
 - Are there ways to avoid complete refunds?
- Canceling services result in poor customer satisfaction
 - Is it too difficult to cancel?
- High volume of contacts result in disconnects and transfers
 - Do advisors have too little access to support?

Frequency of Different Contact Resolutions



General Notes

- Reassess standard advisor proceedings when dealing with customers
 - Why are Tier 1 advisors much more susceptible to negatively effecting brand perception?
- Influence customers to use website and app before contacting a representative
- Provide small discount for survey completion
 - If user reports is a promoter, provide a voucher redeemable by a friend

Contact Resolution	Calculated NPS Score	Average of Overall Experience
Activate Device	86%	4.714285714
Add Data	31%	3.230769231
Add Device	40%	3
Cancel Service	-100%	2.666666667
Change Plan	0%	2
Disconnect	-46%	1
Explain Bill	33%	3.333333333
Process Payment	-47%	4.526315789
Provide Info	-73%	2.545454545
Refund Account	10%	3.205128205
Transfer	-44%	1

Advisor Role	Calculated NPS Score	Average of Overall Experience
Tier 1	-24%	2.256756757
Tier 2	6%	3.536231884