Mind map about problems with phone-based customer service

Problems with Customer Service Call

Procedure Design
- Too many action layers
- Restart from beginnig when abrupted
- Repeating Requests (caused by lack of information passing)
- Useless & Disturbing remark request (with only praising options)
- Needless addtional user account (and other information requests)

Emotional impact
- Too much polite & formula words
- Annoying waitng music
- No result-related emotional consideration (On & after calling)
- Advertisements

Front Desk layer
- Puzzling Number-Option matching ("0",#,*)
- Additional account & social id request
- Advertising in Inappropriate occasions

User information not passed

Tech support layer
- Not talking directly
- Misunderstandings & Misleadings (caused by poor language skill)
- Poor basic knowledge about the product

Problem information not passed

Engineer layer
- Unnecessary detailed information imposed to Customers
- No solutions to specific problems
- Poor & Annoying reaction when facing failure
- Hanging up without explanation
- Underestimating customers

User

Main user group :

Video range: The TV (and its related services) users who are faced with tech problems and urged to get immediate phone-based help.

General range: The users who tend to get product support service by phone calls

Persona characters :

1. Be urged to get help
2. Have no idea about specific tech details
3. What to communicate efficiently
4. Do not need advertisements (feel negative to commercial strategies)

Insight

Why existing solution (phone-based service) not working well :

1. Unnecessary processing method: No need of double leading layers
2. Leading depends on people: Front Desk & Tech support layer have little knowledge about specific problem
3. System designed for commercial target: no direct trouble shooting at first

Purposed solution :

Use computer-supported cooperative work (CSCW) & computer-mediated communication (CMC)

0. Design the system targeting at problem solving, remove the commercial ads between waiting time
1. User the NIP methods to understand the customer's problem and needs quickly
2. Build a CSCW network and label the engineers in different fields to find the person match best
3. Build direct CMC ways and enable the user and the engineer can communicate directly
4. Use a database to record the previous problems and solutions to them
5. Build supportive AI based on the database to help the engineers find solutions and explain to the user directly
6. For engineers, build adequate CSCW method to help them cooperate on certain circumstances
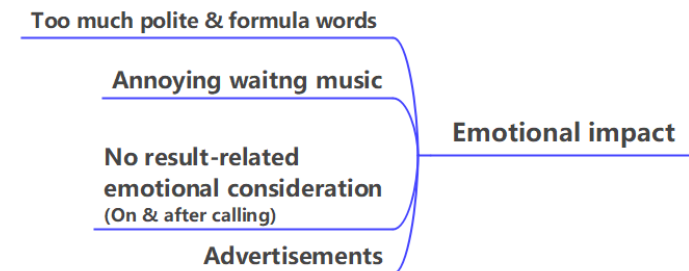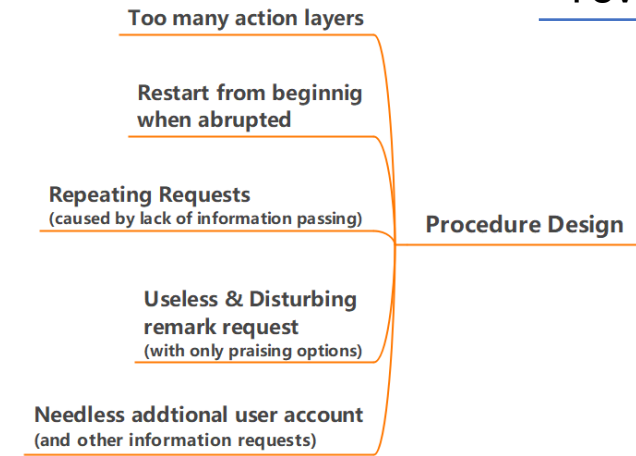
Need

Pricked group :

The users who occasionally use TVs and web broadcast to watch live athletic sport games, finding the product and calling for help.

Needs :
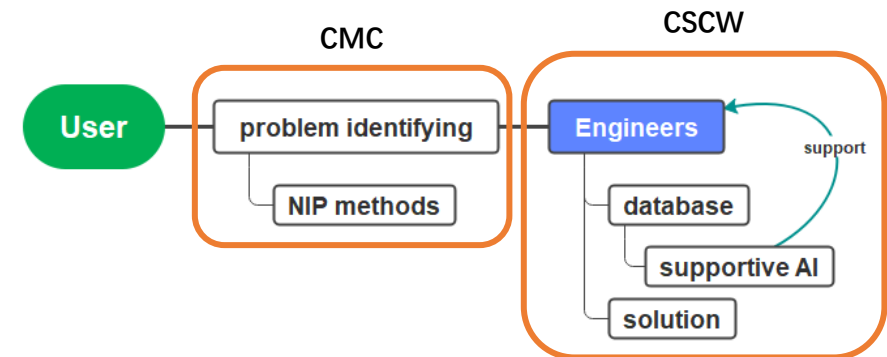
1. Simple, direct procedure
2. Less communication layers
3. Engineer's 1-to-1 problem shooting
4. Immediate solution

Identified 1 problem :

Users can not directly reach to the engineers

Too many action layers

Restart from beginnig when abrupted

Repeating Requests
(caused by lack of information passing)

Useless & Disturbing remark request
(with only praising options)

Needless addtional user account
(and other information requests)

Procedure Design

Too much polite & formula words

Annoying waitng music

No result-related emotional consideration
(On & after calling)

Advertisements

Emotional impact

Related Mind map branches

CMC

CSCW

User

problem identifying

NIP methods

Engineers

support

database

supportive AI

solution

Purposed solution

User Experiences of Customer Service Questionnaire

Personal/confidential questions should be kept at the end

- What is your gender. ☐ Male ☐ Female ☐ Other
- Please indicate your age.

  ○ 15-20
  ○ 20-25
  ○ 25-30
  ○ 30+

  Not good age scoping

  Correction:
  ○ < 15
  ○ 15-18
  ○ 18-30
  ○ 30-50
  ○ > 50

- Please indicate your marital / family status.

  ○ Batchelor/Spinster
  ○ Widow/Widower
  ○ Divorced
  ○ Married with/without children

  Offensive & Unnecessary options
  Correction:
  ○ Single
  ○ Married with children
  ○ Married without children
  ○ Divorced

- How often do you use customer services lately?

  ○ Sometimes
  ○ Often
  ○ Seldom
  ○ Never

  Bad close-ended question option wording:
  hard to interpret
  (caused by unclear frequency description)

  Correction:
  ○ 1 time in 6 months
  ○ 1 time in 3 month
  ○ 1 time a month
  ○ ≤ 3 times a month
  ○ ≥ 3 times a month

- Most people think that, in this day and age, businesses have too much freedom, too much money and are not subject to adequate discipline to make them respect others. To what extent would you agree with this?

  ○ Strongly agree
  ○ Agree
  ○ No strong feelings
  ○ Disagree
  ○ Strongly Disagree

  Ok. Scalar measure may be better:
  e.g. 1 2 3 4 5 6 7

  Unclear descriptions

  Low readability: long complex questions
  Correction:
  Use simple words
  Avoid hypothetical questions

- Did you first get the customer service number:

  _____ from a friend or relative   _____ from your spouse
  _____ from a newspaper   _____ at work
  _____ from the television or radio or other electronic media

  Should improve visual arrangement

  Correction:
  Use: ☐

- In your opinion, how would you rate the speed and quality of the customer service?

  ○ Excellent
  ○ Very good
  ○ Good
  ○ Fair

  Lacking negative stimuli (choices)
  Correction: (or, use scalar measure)
  ○ Excellent, solved my problems completely and fast
  ○ Good, but not completely solved problem/not fast
  ○ Fair, should improve in both 2 aspects
  ○ Bad, too slow
  ○ Bad, not solved my problems

Correction:
Move to bottom

Overall evaluation:
Lack questions about the service procedure
Users can not comment about details of the system
(Decision making, Informativeness, Useability)
Correction:
add questions about system's usability
Add optional open-ended question and suggestion area
(To keep the questionnaire short, some unnecessary former questions should be deleted)

Questions about service system's usability should be added here (1~3)

Some optional open-ended questions & suggestions area should be added here