

OCBC

Customer Service Report

2021 + 2022



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Content

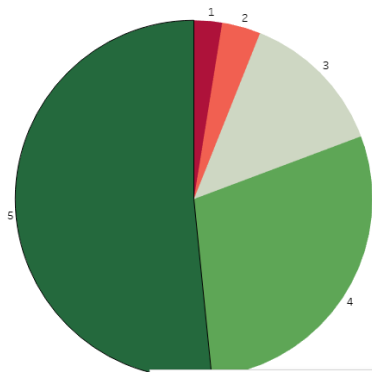
1. Overall Satisfaction of Services
2. Inquiries from customers
3. Performance of branches
4. Demand of Services



Overall Satisfaction of Services

Overall Satisfaction for Walk-in inquiries

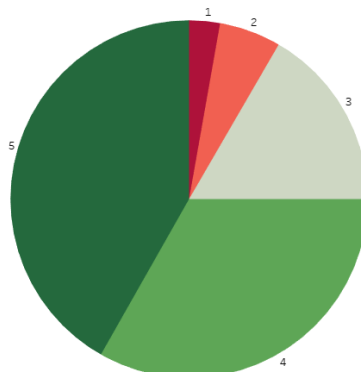
Customer Satisfaction Rate
1,000 5,000



Customer Satisfaction Rate: 5
% of Total Customer Satisfaction Rate along Table (Across): 51.58%
Customer Satisfaction Rate: 359,855

Overall Feedback for Call inquiries

Feedback
1,000 5,000

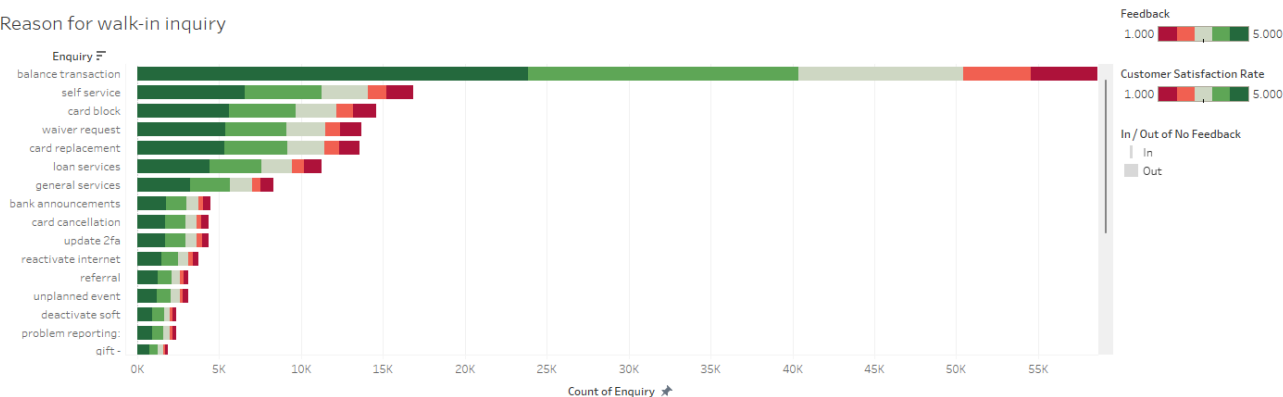


Insights:

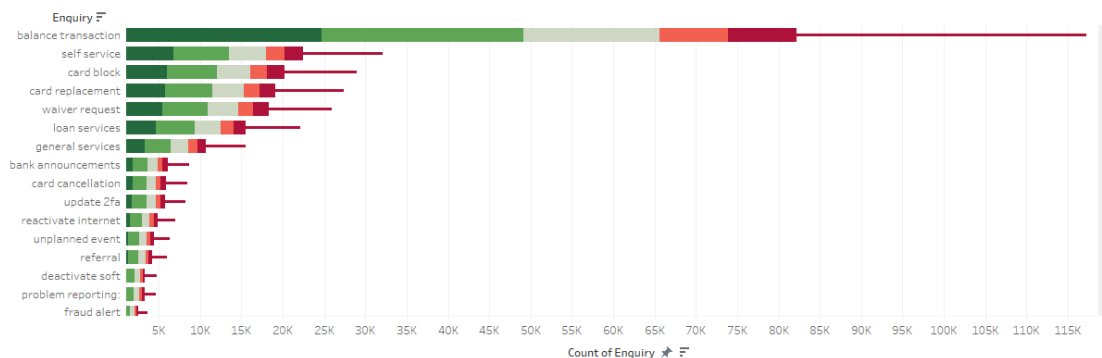
1. Most customers are satisfied
2. Excellent performance by walk-in Agents
3. Slight performance gap for call Agents

Inquiries from customers

Reason for walk-in inquiry



Reason for call inquiry



Insights:

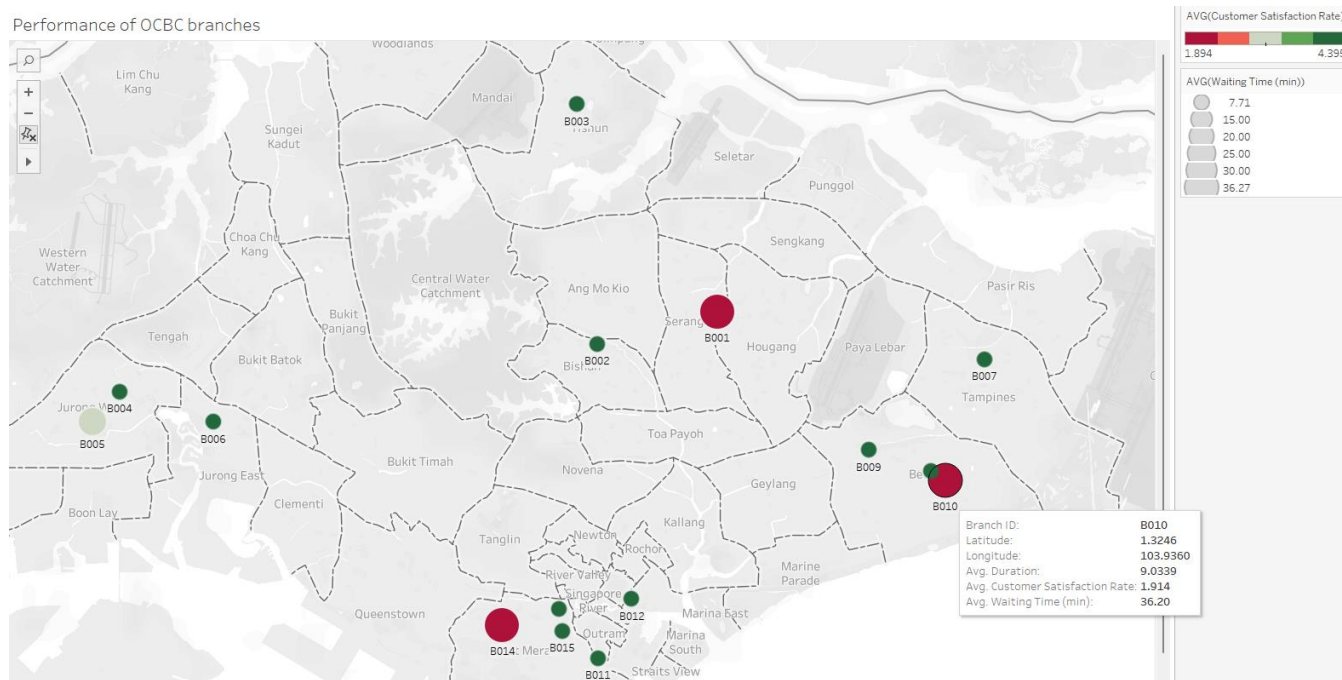
1. Most inquiries are related to balance transaction

2. Self service apps may have user experience issues

3. Agents are adept in answering all inquiries

Performance of OCBC Branches

Performance of OCBC branches

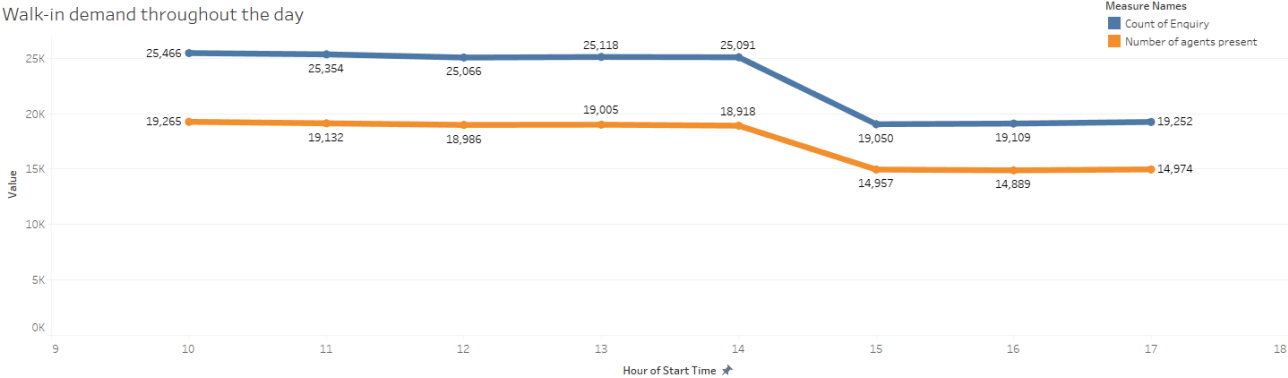


Insights:

1. Customers hate long waiting time
2. Rating Impact: Long Waits = Low Ratings
3. Target Wait Time: <15 Mins for Satisfactory Rating

Demand of Services across the day

Walk-in demand throughout the day



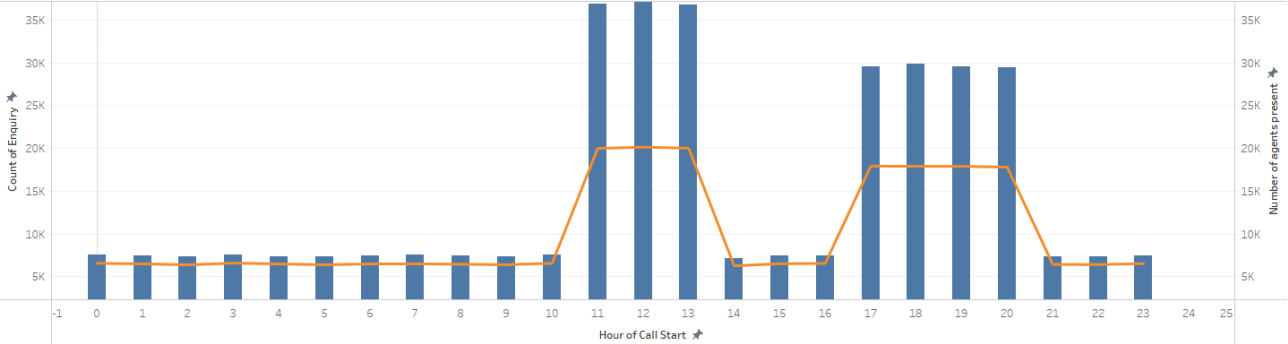
Peak Hours:

11AM – 1PM,
5PM – 8PM

Insight:

- Call Agent shortage during peak hours

Call volume throughout the day



Takeaways

1. **Call-in customer service's performance is slightly poorer likely due to agents being unable to keep up with demand during peak hours.**
2. **User experience for OCBC self-service app may require a revamp.**
3. **Customer service agents are well-trained to handle all types of inquiries.**
4. **Waiting time should not exceed 15 minutes as customers hate long waiting time.**



The End

Do you have any questions?

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