

CSAT Case Study

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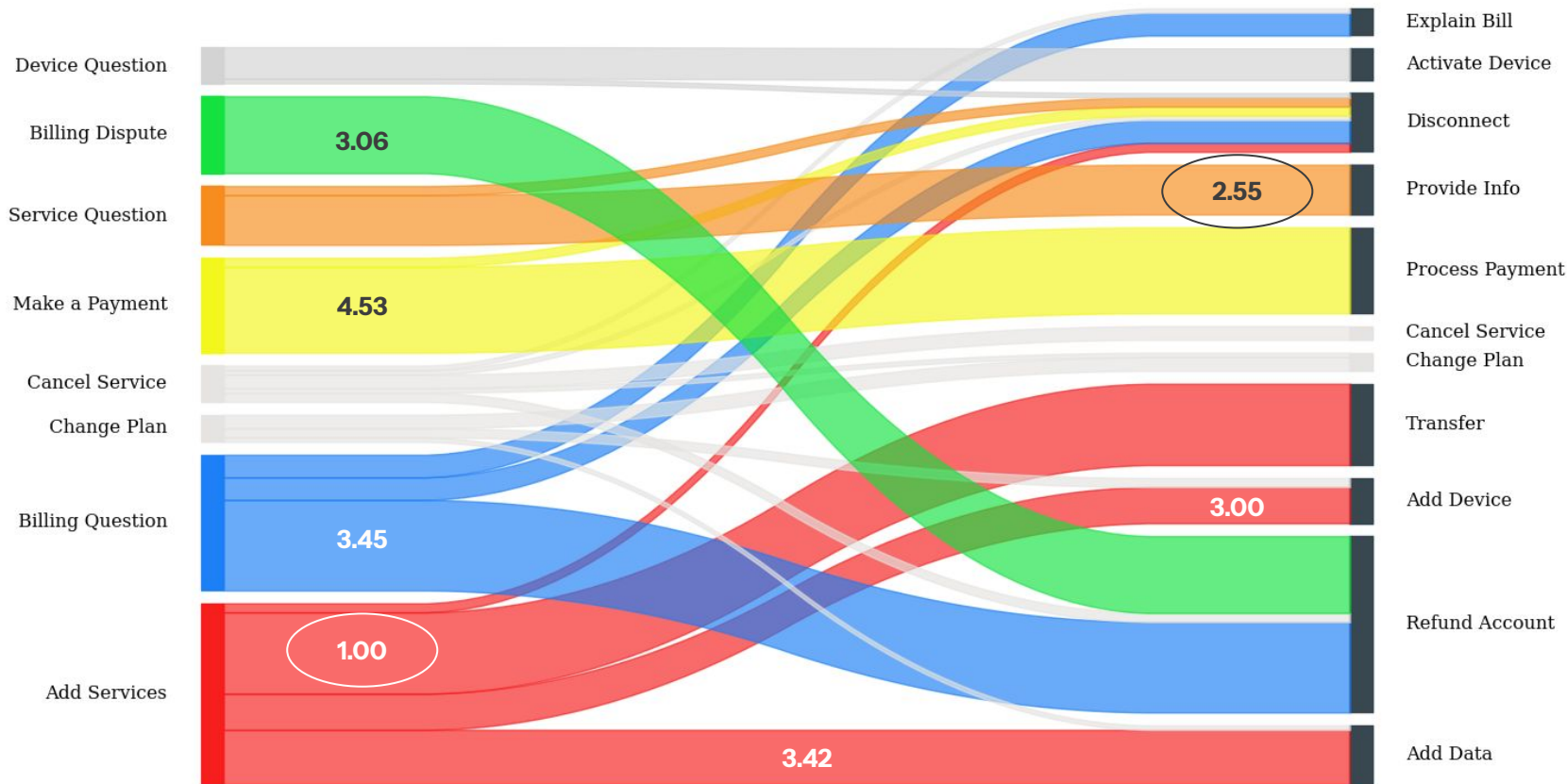
Recommendations

	Implement mandatory Self Service Step before contact	Minimise Transfers for Contacts related to Adding Services	Suggest FAQs/ Articles more for contacts on Service / Device Question	Leverage Advisor Tier 1 for Payment / Billing Dispute contacts
Change Proposed	→ Implement a required step where user needs to choose the Contact Reason before they can opt for an Contact	→ Directly Route such contacts to Advisor Tier 2	→ Recommend helpful articles on the App/Web rather than initially exposing the option to connect to an Advisor → Tier 1 Advisor engaged if needed	→ Engage Tier 1 Advisors for Payment/Billing Dispute Contacts
Why	→ The Contact flow (i.e., whether routed to Advisor or Chat/IVR/Web engaged further) can be dynamically adjusted based on the Contact Reason	→ Lowest Overall experience rated amongst all contact flows → Advisor Tier 1 is highly likely to transfer	→ These Contacts are essentially Searches for the right information	→ Even if the Overall Experience comes down for such contacts its still unlikely to impact Brand Perception
Benefit	→ Reduce Total Contacts → Adequate Advisor Tier engaged	→ Improve Overall experience → Reduce Contact Volumes	→ Reduces the Contact queues	→ Releases Tier 2 Bandwidth → Helps improve overall Brand Perception

Contact Flows with Overall Experience Ratings



Contact Reasons



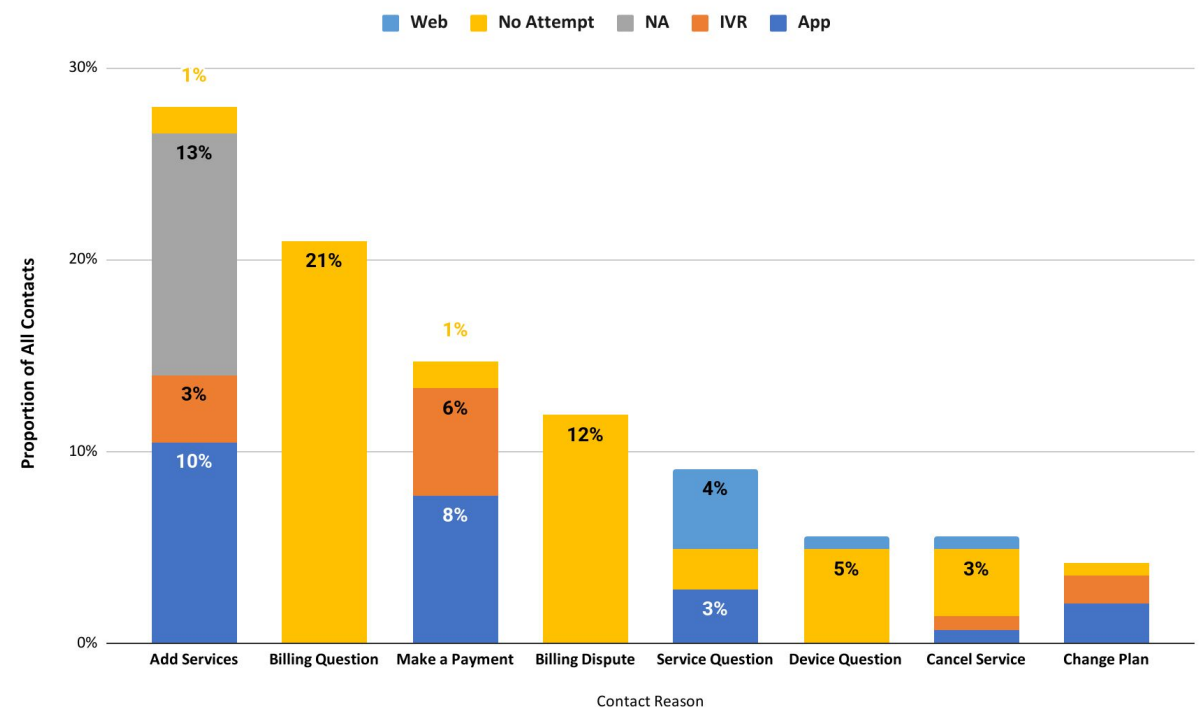
Contact Resolution

Self Service?

97% of contacts related to adding services come after either an initial contact or trying some self service channel. Hence a Transfer induces significant pain for them

Only 45% of First Time contacts try using a Self Service Channel. Contacts for Billing Disputes/Questions makes no attempt at Self Service contributing to **70%** of the direct contacts

Amongst the Self Service Channels, Web is the least preferred one with only **5.5%** of all contacts commencing with a Web FAQ

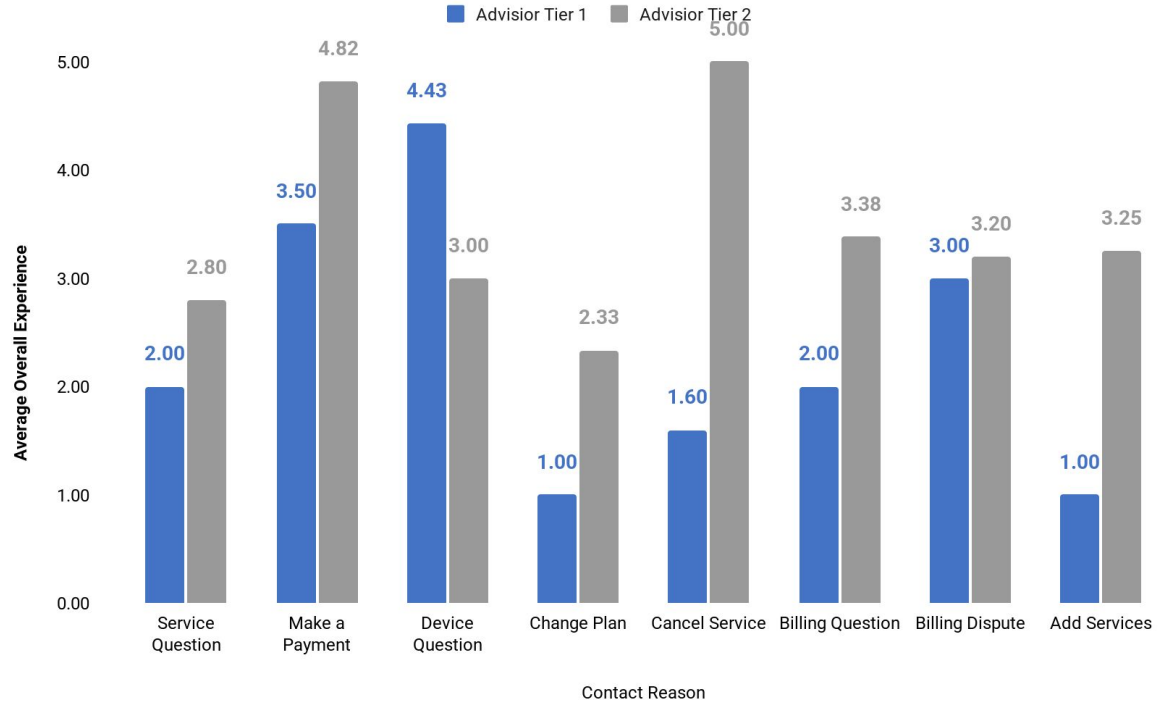


Advisors Tiers

Advisor Tier 2 (Overall experience Rating **3.47**) is usually much better at Contact Resolution than Advisor Tier 1 (Overall experience Rating **2.32**)

However, for certain Contact Reasons Advisor Tier 1 is not that worse off Tier 2 counterparts and we can redistribute contacts based on contact reasons

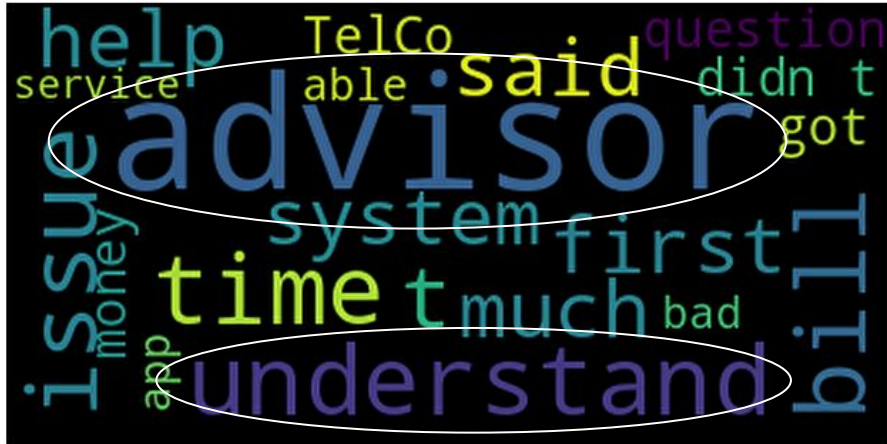
For example, for Add Services, Tier 1 doesn't work well so use Tier 1 more for Billing Disputes/Make a Payment/Device Questions/Service Questions reasons while trying to use Tier 2 for more Add Services contacts



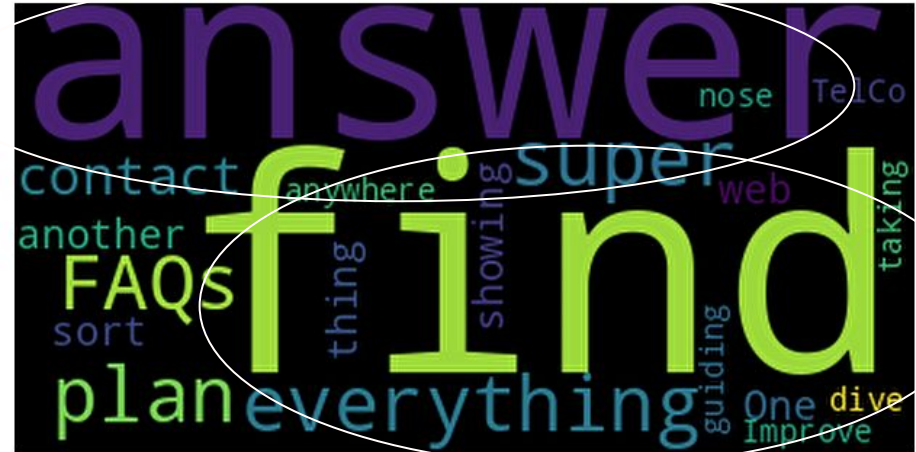
Scanning Customer Verbatims



For All Contact types except Device & Service Questions, users seek help or to understand the problem/situation via an Advisor



For Device & Service Questions however, they are primarily seeking answers

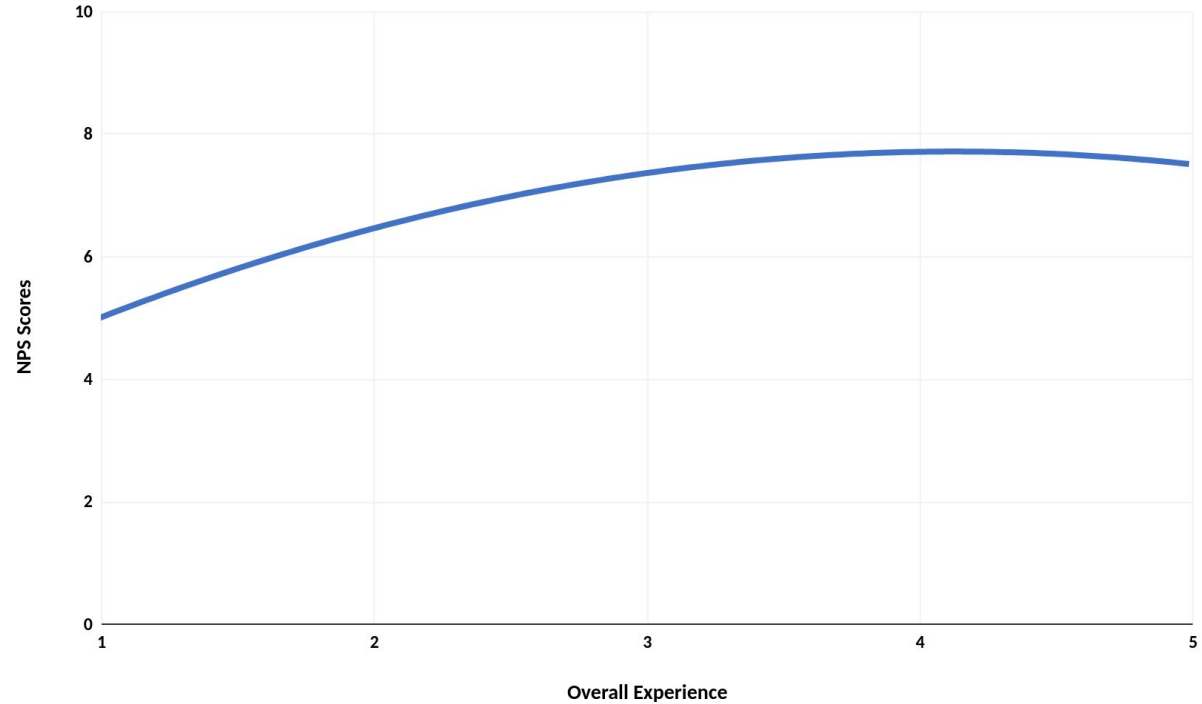


Brand Perception

About **12%-15%** of the Brand Perception (quantified by NPS Scores) is due to the Overall User Experience from a Contact

An Overall experience between **1 - 3.5** is likely to **drag down/negatively impact** the brand perception for a User

Any user experience above **3.5** however is unlikely to drag Brand Perception any higher, i.e., it's unlikely to have any incremental positive impact on Brand





Thank you!