

# Case Study

## Situation

TelCo Inc., a telecommunications company, has noticed that the company's customer satisfaction (CSAT) scores are low and contact volume is high.

The client is concerned about how the poor experience is impacting their brand perception. The client thinks there are some opportunities to improve the end-to-end customer experience, but they are not sure what their customers pain points are.

They have asked you to analyze their current state and identify if there is anything driving these issues and then present the story behind the numbers at an executive meeting. The following sections contain the information you will need to complete their request.

## Data Workbook

Attached is a workbook with three pieces of data:

- **Definitions:** Defines the terms used in the below data sheets
- **Customer Survey Results:** After each contact with TelCo Inc., customers are asked to take a customer satisfaction survey. The information on this tab corresponds to the survey questions below:
  1. **Overall Experience?** - Considering everything from the time you contacted support until the contact was completed, how would you rate your overall experience? Please use a scale of 1 to 5, where 5 is excellent and 1 is poor, and you may use any number between 1 and 5.
  2. **Issue Resolved?** - In this contact, was the Advisor able to resolve your issue? Please select from the following options.
    - a. Choose "Yes" if the issue was resolved to your satisfaction
    - b. Choose "No" if the issue was not resolved to your satisfaction
    - c. Choose "No, but I expect it to be," if you expect your issue to be resolved to your satisfaction.
  3. **NPS Score** - How likely are you to recommend TelCo Inc. to a friend or colleague? Please use a scale of 0 to 10, where 10 is very likely and 0 is not likely, and you may use any number between 0 and 10.
  4. **Verbatim** - Is there anything else you would like to tell us about your experience?
- **Account Interactions:** Provides information on the interactions that take place in the customer service centers.
- **Supplementary Information:** Includes a set of some of TelCo Inc.'s key performance indicators.

## Results

After conducting your analysis, please prepare your findings in PowerPoint the way you would for a client-facing presentation. Be prepared to address the following:

- Potential drivers of low customer satisfaction and high contact volume.
- How does the overall customer experience impact brand perception?
- What were the pain points during the end-to-end customer journey?
- What data supports these finding and how did you come to these conclusions?
- What are some potential recommendations to improve the Customer experience?
- What are the benefits of implementing your recommendations?

*Please return your presentation and excel spreadsheet you used to analyze the data via email. Be prepared to present your PowerPoint. You will have approximately 15-20 minutes to present.*