Introduction to Client Experience (CX)

Presented By:

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Agenda

Who is Client Experience (CX)?

An analytics group focused on providing Client Services team members with access to a team of analysts and data.

```
start = '2016-05-01'
end = 'today'
#sourceid = 77772
#advid = 19207
advid = 42499

def convert_da
    try:
        if str
            re
        else:
            re
    except:
        return

start = conver
end = convert_

%%iql2
main_cbt = fro
where
    format!='o
    clicksourc
    jobid in (
        (from clic
GROUP BY jobid
select organic
```

```
Array.prototype.equals = function (array) {
    // if the other array is a falsy value, return
    if (!array)
```

Date	Month	Advertiser ID	Company Name	Strategic Rep	Indexed JV	Sponsored JV	Percent of Daily Jobs Sponsored	Average Monthly Indexed JV	Average Monthly Sponsored JV	Average Monthly Percent of Jobs Sponsored
2016-01-31	January	23	Execunet	Lawrence Borsi	0	0	0	1615	1171	0.725077
2016-03-31	March	23	Execunet	Lawrence Borsi	0	0	0	1691	1568	0.927262
2016-01-06	January	31	Call Center Jobs	Emily Underwood	448	0	0	399	14	0.035088
2016-01-07	January	31	Call Center Jobs	Emily Underwood	468	0	0	399	14	0.035088
2016-01-14	January	31	Call Center Jobs	Emily Underwood	470	0	0	399	14	0.035088
2016-01-15	January	31	Call Center Jobs	Emily Underwood	461	0	0	399	14	0.035088

```
#Rename the first column since the one we get back from IQL isn't named correctly
main_cbt.rename(columns={str(list(main_cbt.columns.values)[0]):'job id'}, inplace=True)
```

Meet the CX Team!

Teams Client Experience partners with

Small Business

Inside Sales/AM Client Support

EMEA

Shared Client Support

Agency & National Client Support

Sales

CX Workflow

Ad-Hoc Reporting

CX Workflow (continued)

Ishbooks and Aquariums

Missed Clicks

CS Count of Client Interaction
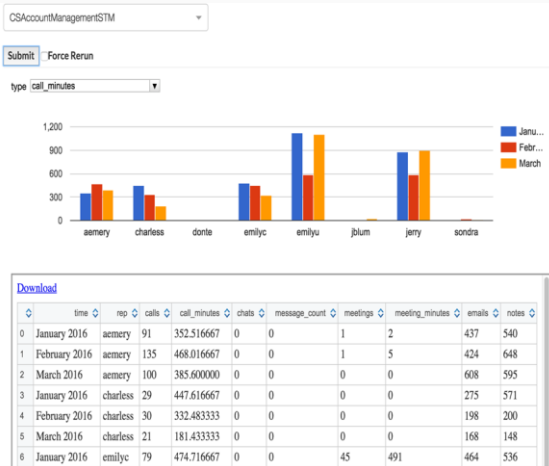
Aquarium Example
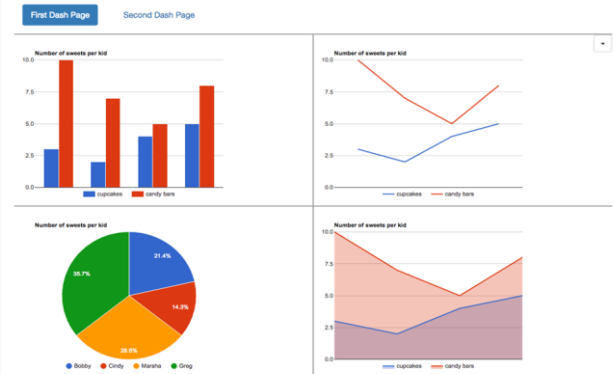
Demo's

Raw Data:

[States with the Most Searches (30d)](#)

*[Top US Search Terms (30d)](#)

[Top States with 'Truck Driver' Searches](#)

*[2015 WoW 'Truck Driver' Searches](#)

*[Top 10 Search Terms Per Job](#)
  Demoed in presentation

Ishbooks:

[Accounts not Logged In](#)

[Missed Clicks](#)

[JV By Parent (Geico)](#)

[Account Summary](#)

CX-1403: Parse Labeler Responses for NPS

-One thing we love to do in CX: make titles to our requests difficult to understand

-Manager of the Client Discovery team in SMB came to us with this request: we've been sending NPS surveys to our clients following a phone call interaction, what are our clients saying back to us?

-Started out as a very simple request that morphed into something much larger in scope (this tends to happen a lot!)

Request Details

Client Experience / CX-1403

Parse labeler responses for NPS

[💬 Comment] [Agile Board] [More ▾]   [Reopen CLOSED]

Details

Type:	☑ Task	Status:	**CLOSED**
Priority:	↓ Minor	Resolution:	Fixed
Component/s:	None		
Labels:	None		
Stakeholders:	Client Services		

Description

We've been labeling responses for a couple weeks now (~2500 responses and counting). Labeling is done by a team where each response is read individually and the appropriate 'label' is applied that best represents the employer's feedback.

I'd like to see about exposing the advertiser information and assignment of these responses so we can surface them to the appropriate teams.

Advertiser information to expose:
email
phone
company name
nps_score
label
survey_filled date
cs_rep

Responses are available within this IQL index - https://go.indeed.com/IQL79DAAZ

Instructions and definitions: https://go.indeed.com/48YWDZ

Labeler queue: https://squall.indeed.com/labeler/ -- nps_queue_naUS

Advertiser information for SMB being collected in:
https://docs.google.com/spreadsheets/d/1gi90-WtPMJug3feZf64QkI9mK4n0-3R2WiI5-NASofI/edit#gid=0

The last step before populating the data is to confirm with Francesco Corrente the labels he'd like to have sent his way for SMB.

We can evaluate where to send the other teams responses once SMB is up and running.

Original output for CX-1403

SMB Response Volume for Detractors

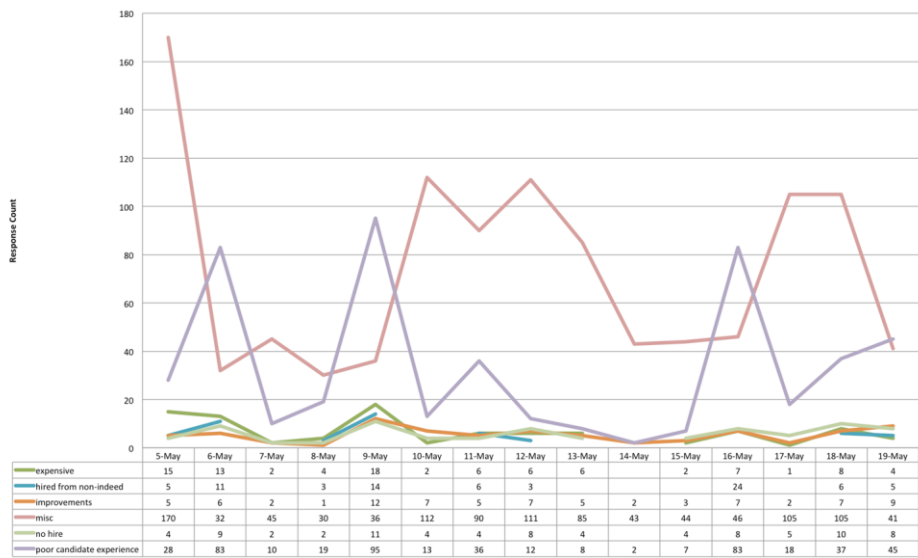|	5-May	6-May	7-May	8-May	9-May	10-May	11-May	12-May	13-May	14-May	15-May	16-May	17-May	18-May	19-May
expensive	15	13	2		18	2	6	6	6		2		7	8	4
hired from non-indeed	5	11		3	14		6	3				24		6	5
improvements	5	6	2	1	12	7	5	7	5	2	3	7	2	7	9
misc	170	32	45	30	36	112	90	111	85	43	44	46	105	105	41
no hire	4	9	2	2	11	4	4	8	4		4	8	5	10	8
poor candidate experience	28	83	10	19	95	13	36	12	8	2	7	83	18	37	45

SMB Response Volume for Promoters

	5-May	6-May	7-May	8-May	9-May	10-May	11-May	12-May	13-May	14-May	15-May	16-May	17-May	18-May	19-May
cost effective	12	21	4	8	32	4	7	5	7	1	3	24	7	8	17
ease of use	45	31	16	9	67	43	52	48	44	16	17	77	49	47	48
hired from indeed	20	27	7	2	49	15	46	20	14	8	5	60	21	25	45
jobseeker	2	4			3				3	3		1		1	2
quality candidate experience	74	48	28	19	102	31	54	33	38	17	16	106	49	53	71
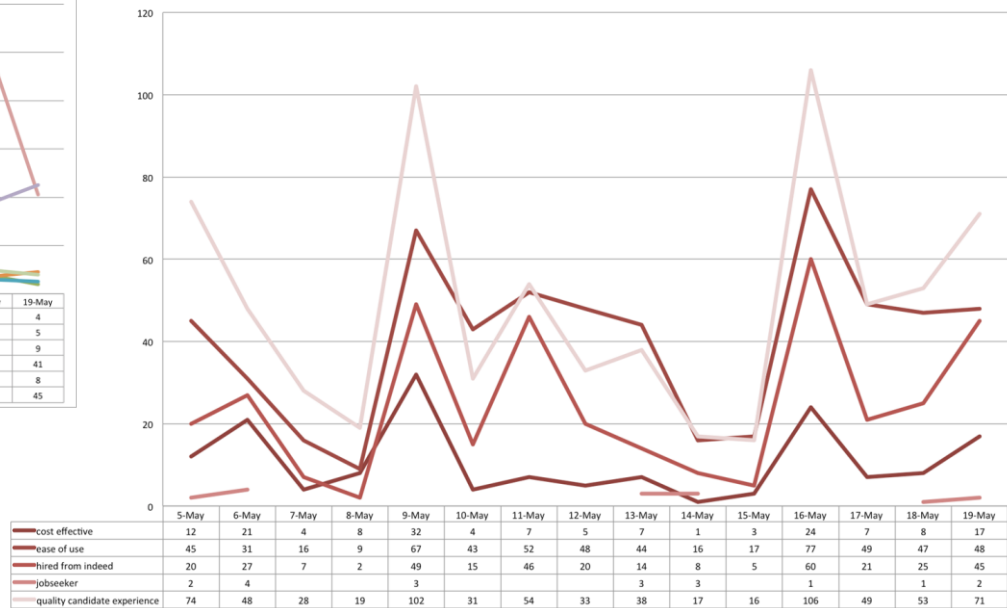
Scope Change!
(aka how can we make this data more useful)

- Requestor comes up with a new strategy; he wants to reach out to advertisers who have had a negative experience, and see what we could do differently or what their pain points were

- Let's dive into how we can make this possible! We're going to explore the magical world that is creating a Python notebook (if I lose you during this part, don't worry, I get lost myself quite often)

-Demo time!

Feedback From Outreach to Employers

Pump & Meter Service

Before - Jun 10, 2016
Recommend - 7 | Primary Reason - Not getting to many qualified candidates. | Improvement - Need to put more information about the job.

After - Jun 22, 2016
Satisfied - 9 | Recommend - 9 | All my questions were answered.

TechniPrintInc.

Before - Jun 10, 2016
Recommend - 5 | Primary Reason - While I have reached out to people who list their resumes with you I get no response so I feel like the people posting don't check back. | Improvement - if there were a way to weed out those folks who really aren't looking for work or have found employment but left their post because they forgot or didn't want to take the time to remove it. | Churn Reason - bad_candidates

After - Jun 22, 2016
Satisfied - 10 | Recommend - 10 | I think Ashley understood my questions and concerns and came back with ways to help me achieve success. She helped out quite a bit.

Paradise chevron

Before - Jun 5, 2016
Recommend - 5 | Primary Reason - We have a hard time with resumes submitted as they usually don't show for the interview. Not sure if these candidates are just satisfying unemployment requirements? The bulk od resumes received were from telemarketing companies. | Improvement - We get a good amount of resumes and spend time calling them and setting up interviews. Unfortunately the usually do not show.

After - Jun 23, 2016
Satisfied - 10 | Recommend - 8

Lakeview ProWash

Before - Jun 8, 2016
Recommend - 2 | Primary Reason - We have posted a job on indeed and honestly none of the people applying are what we are looking for. One of 3 main questions asked when applying for the position is are you based out of Bellevue, yet I am getting applications from people out of state and no where near Bellevue. At this point it is just wasting our money. Indeed came highly suggested by other companies and yet we don't seem to have the same luck as them. | Improvement - That people who apply for the position actually live in the area!!!!!!!

After - Jun 23, 2016
Satisfied - 10 | Recommend - 10 | Ashley did a great job answering all of my questions and helping me solve all of my issues. I would recommend Indeed to other companies

How you can help

Come to CX with the following and let us know:

New reporting ideas

Daily time-consuming tasks

Common client data requests

Excel/Google Sheets help

Reporting data issues

Ways to better leverage CX

Main Takeaway

CX is here to help Client Services teams engage our clients and provide a level of detail with metrics that they haven't had access to before!

Contact us!

JIRA

Stop by!

GChat

Phone

Slack