

Customer & Client Experience Insights

EXECUTIVE SUMMARY

C-Suite Decision Brief

DECISION SUPPORTED

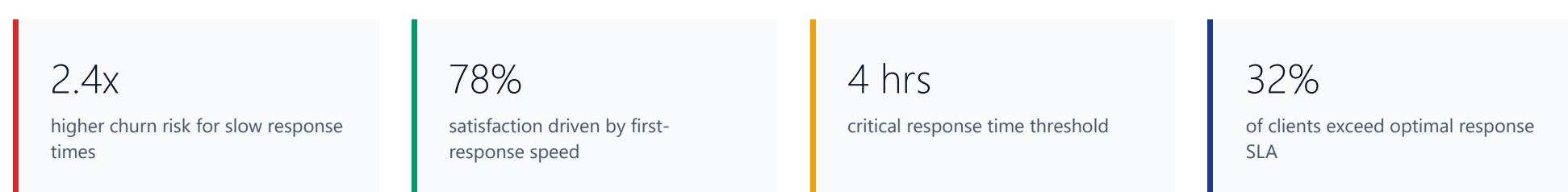
Service improvement and retention focus

KEY INSIGHT

Response time strongly influences satisfaction outcomes

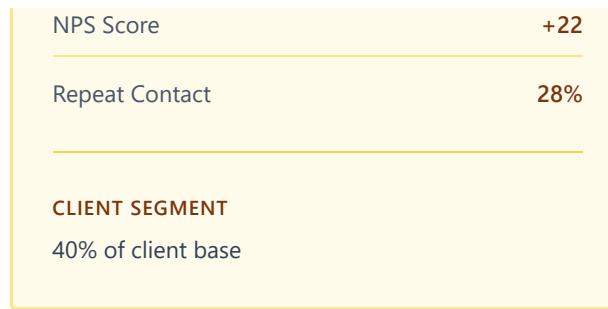
RECOMMENDED ACTION

Prioritise improvements in first-response SLAs



Response time impact on satisfaction & retention





Key satisfaction drivers & priorities

1 FIRST RESPONSE SPEED PRIMARY DRIVER

- 1 Accounts for 78% of variance in satisfaction scores; strongest predictor of retention
Impact Score: **9.2/10** Current Performance: **68% within SLA**

2 ISSUE RESOLUTION QUALITY

- 2 First-contact resolution reduces repeat enquiries by 64% and improves efficiency
Impact Score: **7.8/10** Current Performance: **81% resolved first contact**

3 COMMUNICATION CONSISTENCY

- 3 Proactive updates during resolution process improve perception of service quality
Impact Score: **6.4/10** Current Performance: **72% receive updates**

4 CHANNEL PREFERENCE ALIGNMENT

- 4 Offering support via client's preferred channel increases satisfaction by 18%
Impact Score: **5.1/10** Current Performance: **85% channel aligned**

Client segmentation & tailored service approach



Strategic implications & next steps

IMMEDIATE

- Reduce first-response time to <2 hours for 80% of clients
- Implement automated acknowledgment system
- Prioritise high-risk accounts currently exceeding SLA

SHORT-TERM

- Deploy tiered service model based on segmentation
- Build predictive churn-risk monitoring dashboard
- Train support team on first-contact resolution protocols

LONG-TERM

- Integrate experience metrics with revenue data
- Develop AI-powered response time optimisation
- Create closed-loop feedback system for continuous improvement