

# Customer & Client Experience Insights

DECISION SUPPORTED

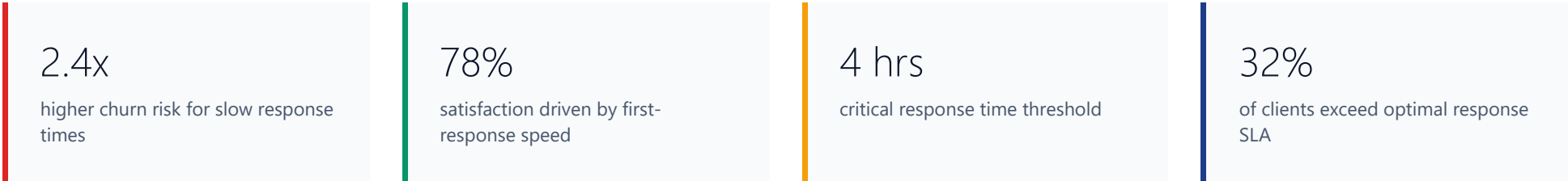
Service improvement and retention focus

KEY INSIGHT

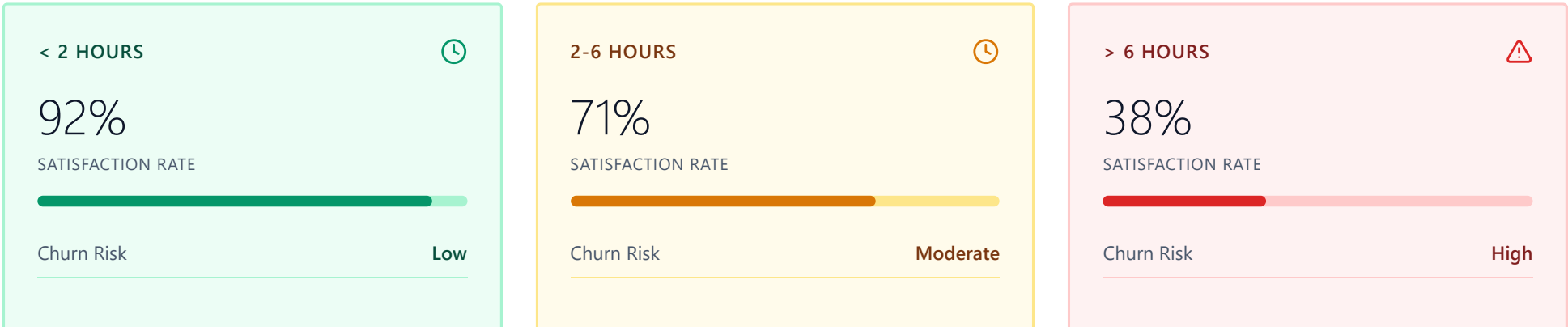
Response time strongly influences satisfaction outcomes

RECOMMENDED ACTION

Prioritise improvements in first-response SLAs



Response time impact on satisfaction & retention



|   |     |   |     |   |     |
|---|-----|---|-----|---|-----|
| NPS Score                                   | +58 | NPS Score                                   | +22 | NPS Score                                   | -18 |
| Repeat Contact                              | 12% | Repeat Contact                              | 28% | Repeat Contact                              | 54% |
| <b>CLIENT SEGMENT</b><br>28% of client base |     | <b>CLIENT SEGMENT</b><br>40% of client base |     | <b>CLIENT SEGMENT</b><br>32% of client base |     |

Key satisfaction drivers & priorities

1

FIRST RESPONSE SPEED

PRIMARY DRIVER

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

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

Proactive updates during resolution process improve perception of service quality

Impact Score: 6.4/10    Current Performance: 72% receive updates

4

CHANNEL PREFERENCE ALIGNMENT

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