



2010 State of Customer Service “Mystery Shopping” Research Findings

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Overview of Research Findings

Methodology

“Mystery shopper”

- Analysts posed as buyer of high-value products / services and asked questions
- 175 leading enterprises in US/Canada with over \$250M revenue

Industry sectors

- Retail, consumer goods, communications, insurance, financial services, healthcare, and pharmaceuticals
- Evaluated phone, email, web self-service, cross-agent and cross-channel service customer service competencies

Methodology

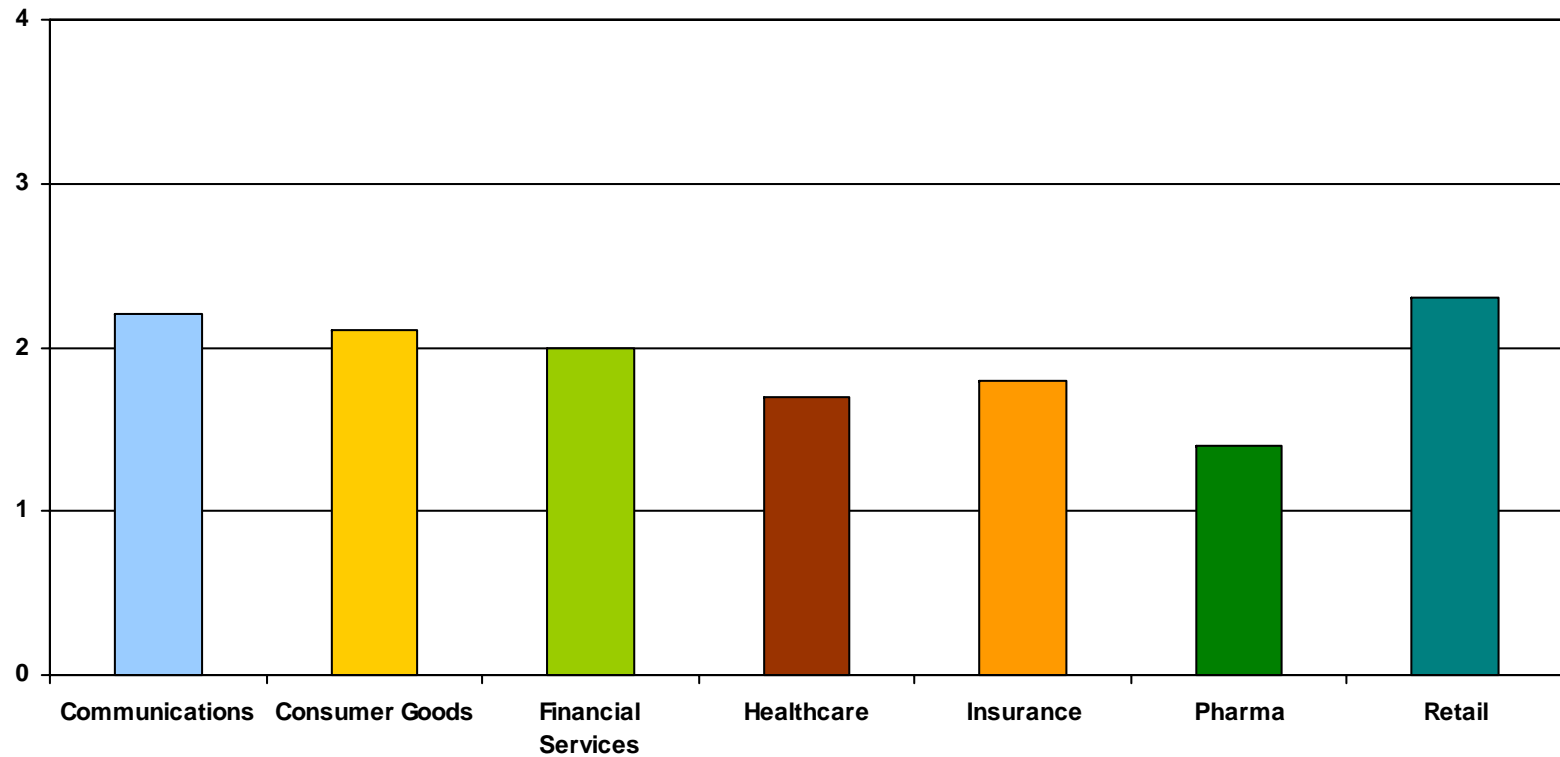
Overall score: Service Quotient™ (SQ™)

- Sub-quotients included:
 - Email Quotient
 - Self-service Quotient
 - Choice Quotient
 - Multi-agent Quotient (phone)
 - Multichannel Quotient (phone and email)
 - Phone Quotient

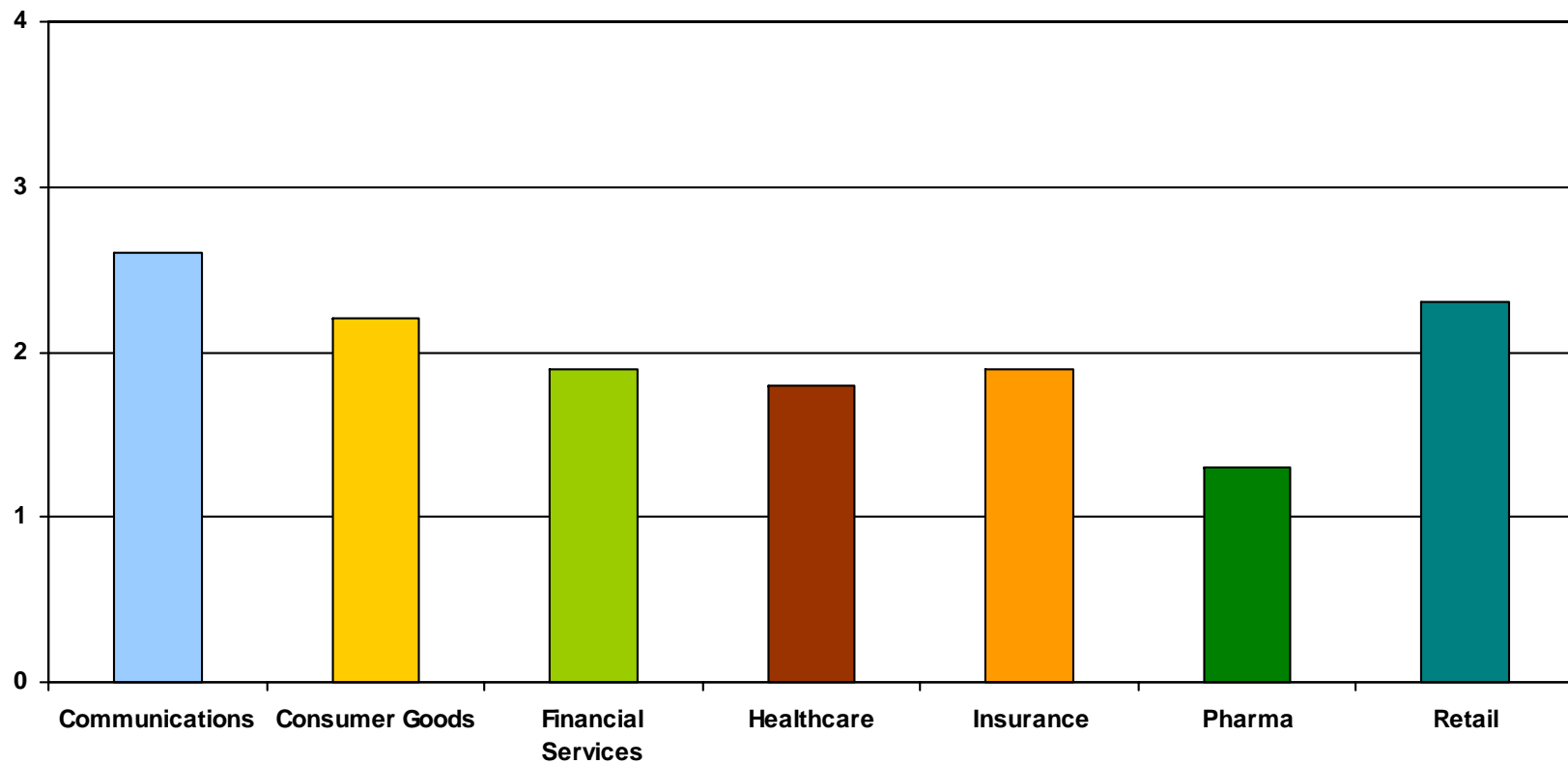
All scores on a scale of 0.0 - 4.0

- 0-0.9: Poor
- 1-1.9: Below Average
- 2-2.9: Above Average
- 3-4.0: Exceptional

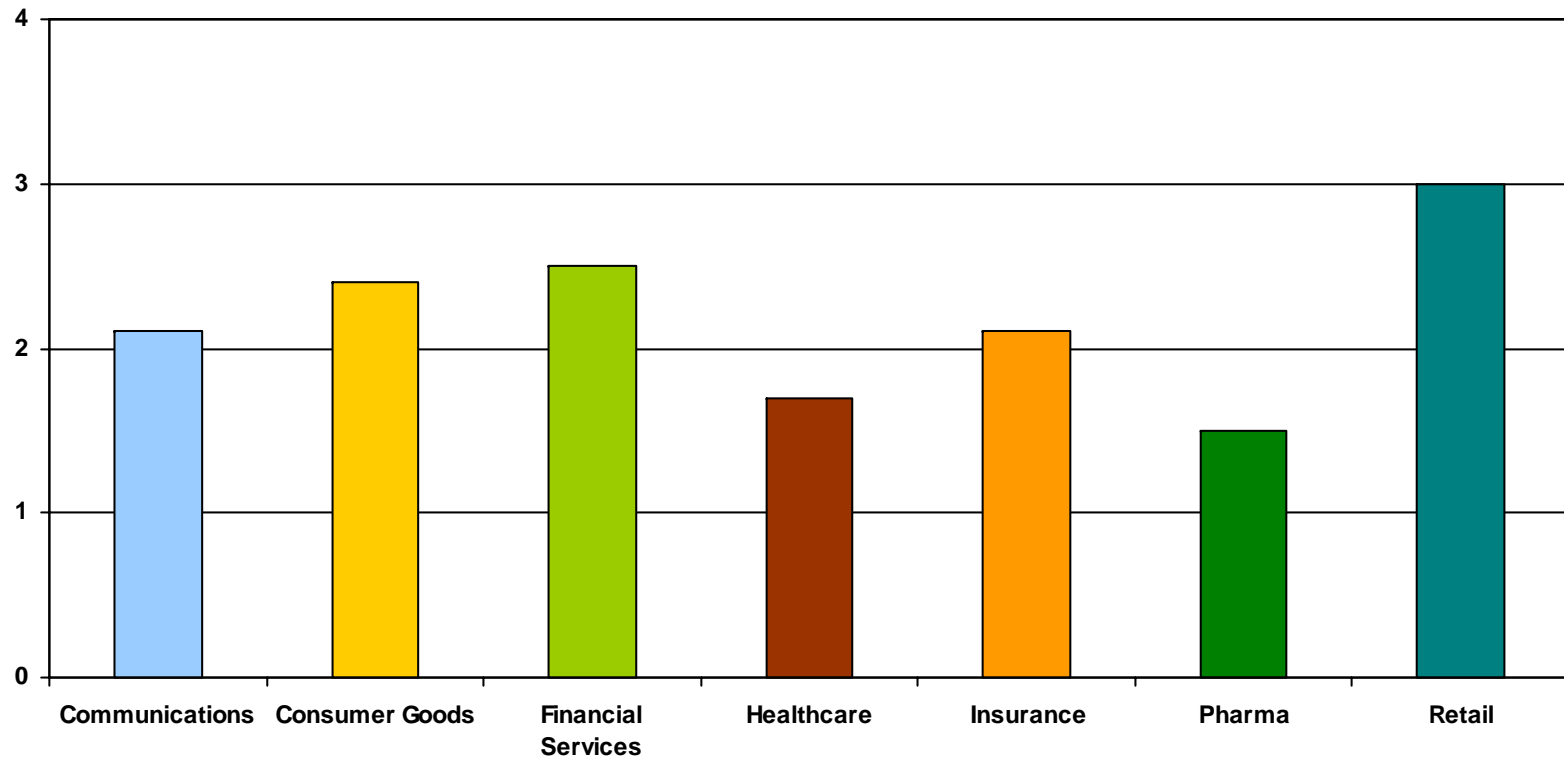
Overall Service Competence: SQ



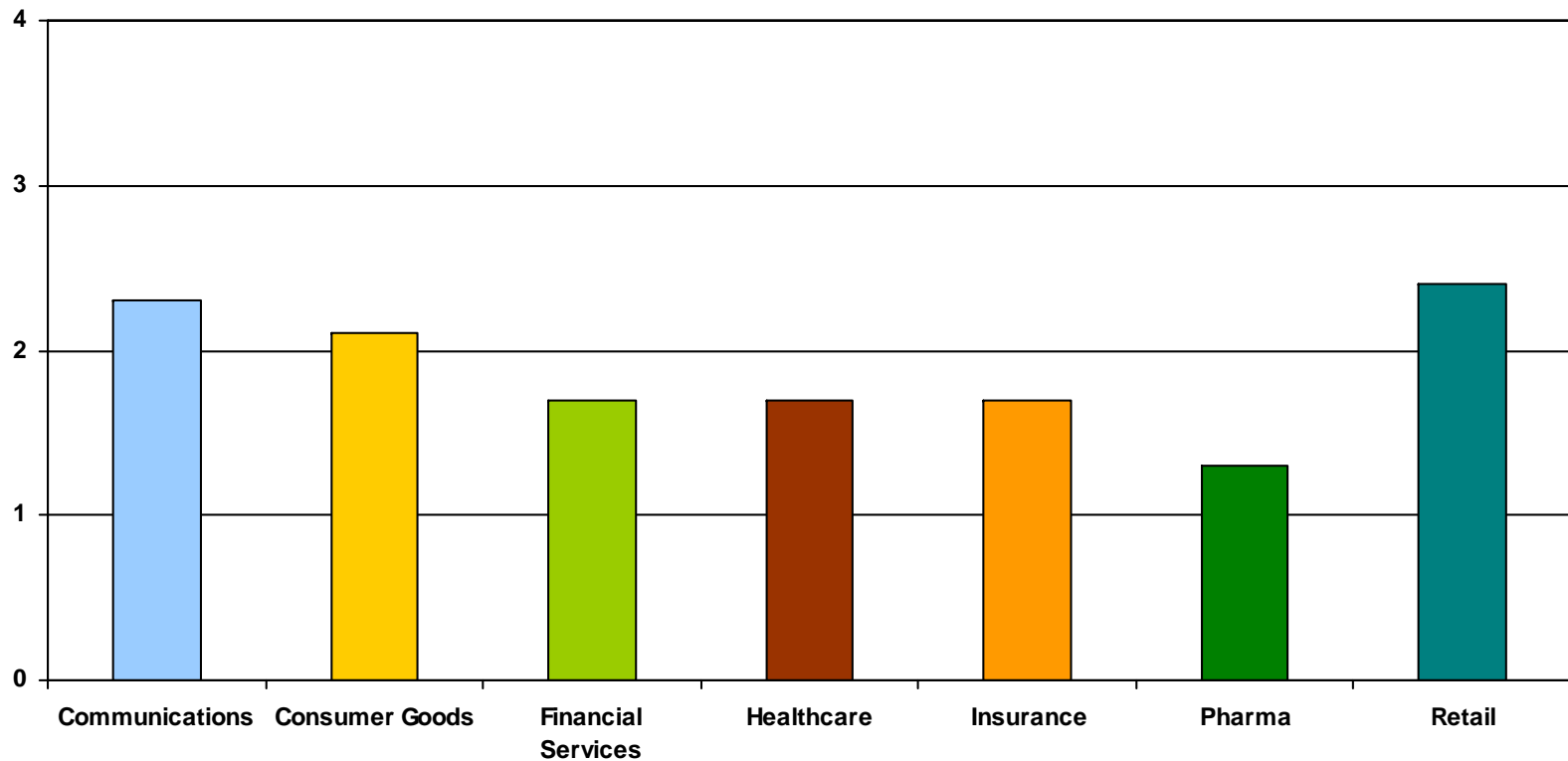
Choice Quotient



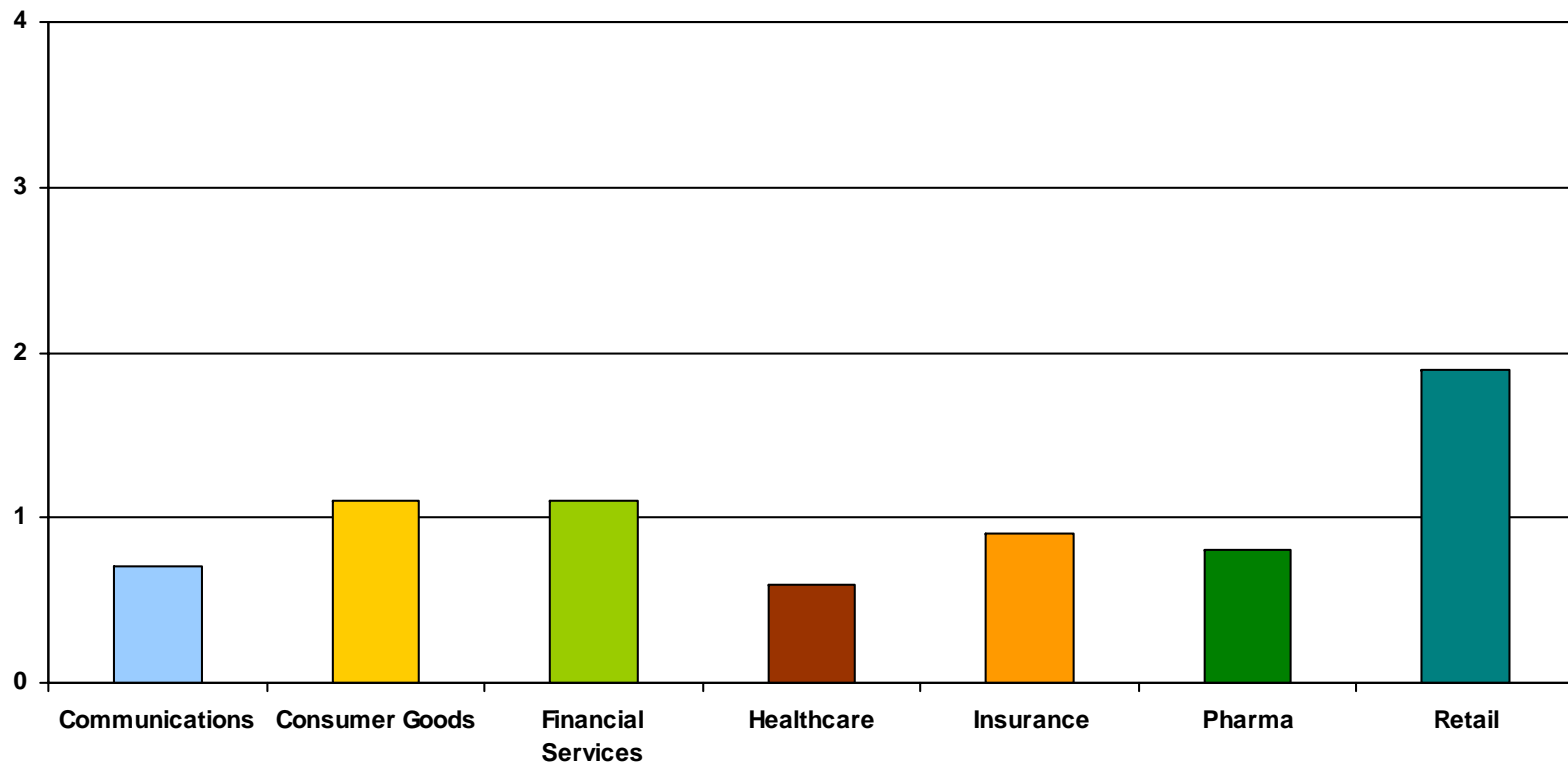
Email Quotient



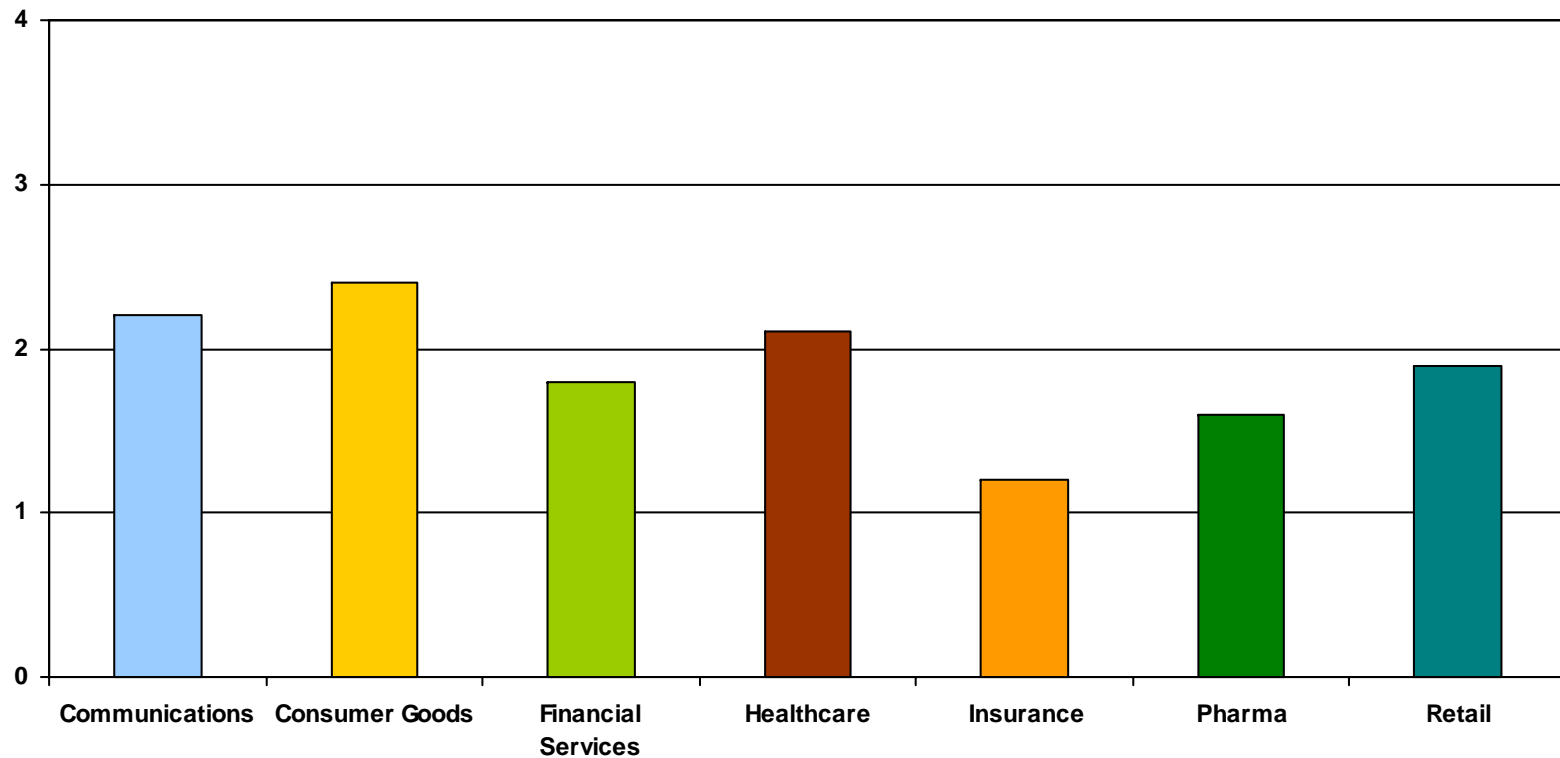
Self-Service Quotient



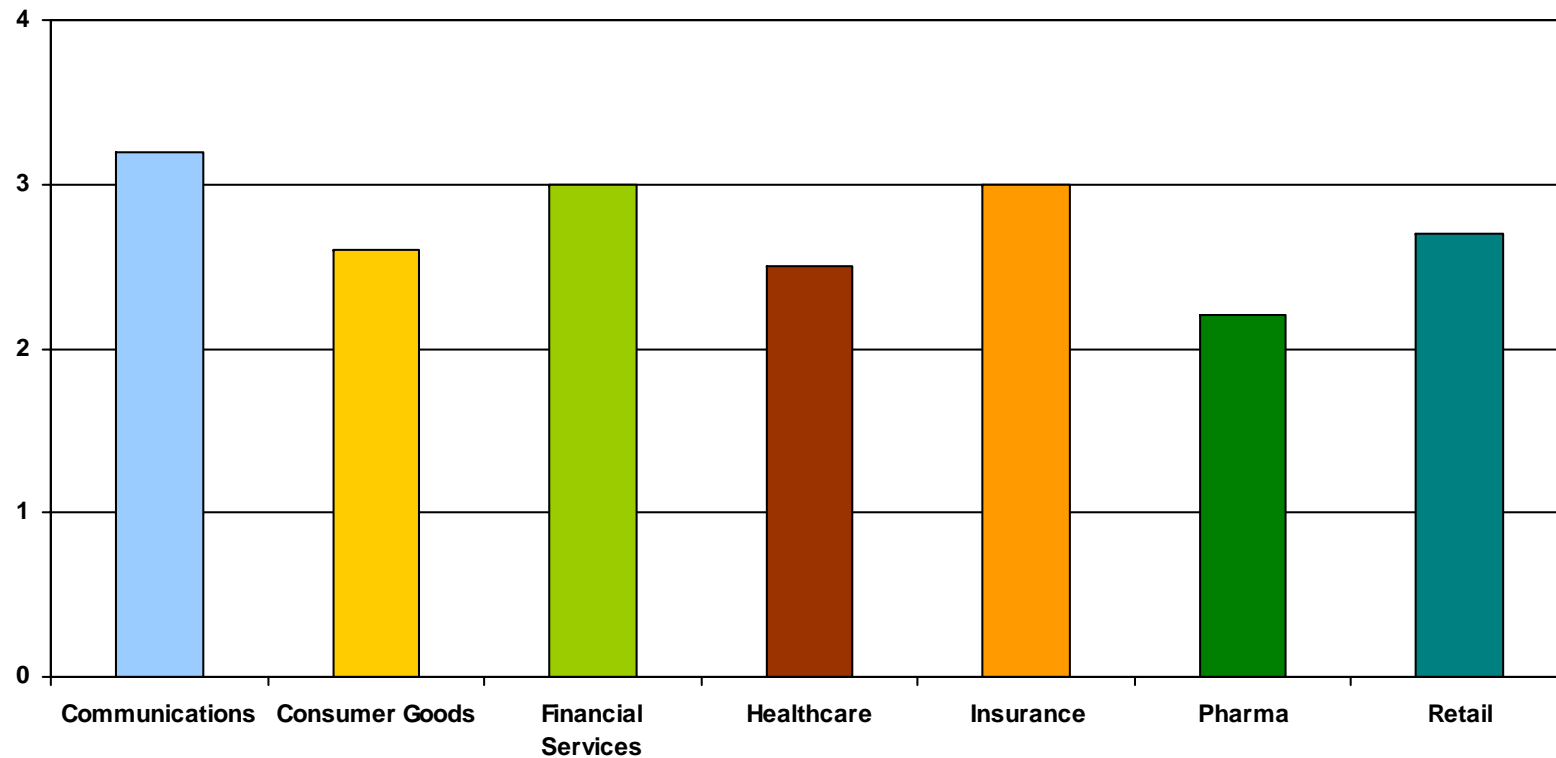
Multichannel Quotient



Multi-Agent Quotient



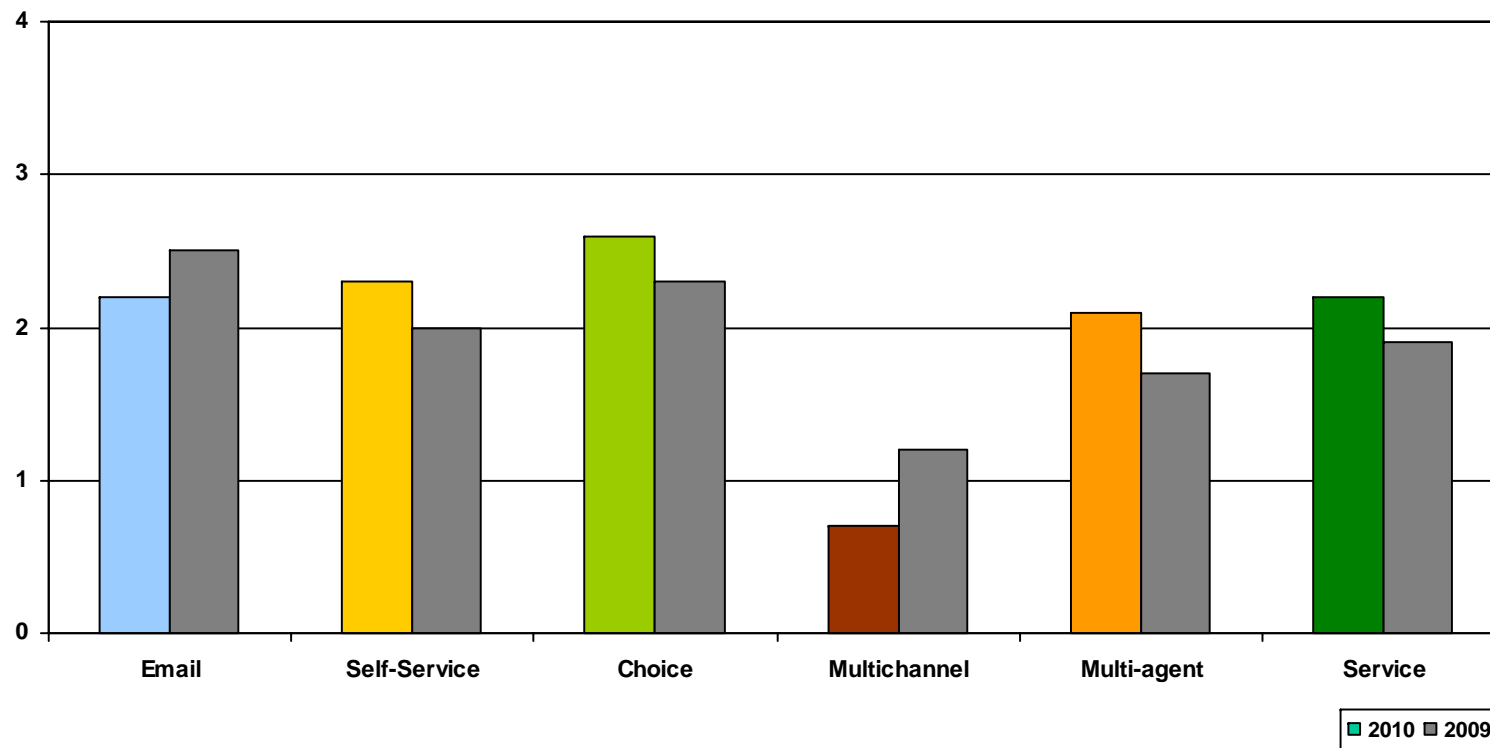
Phone Quotient



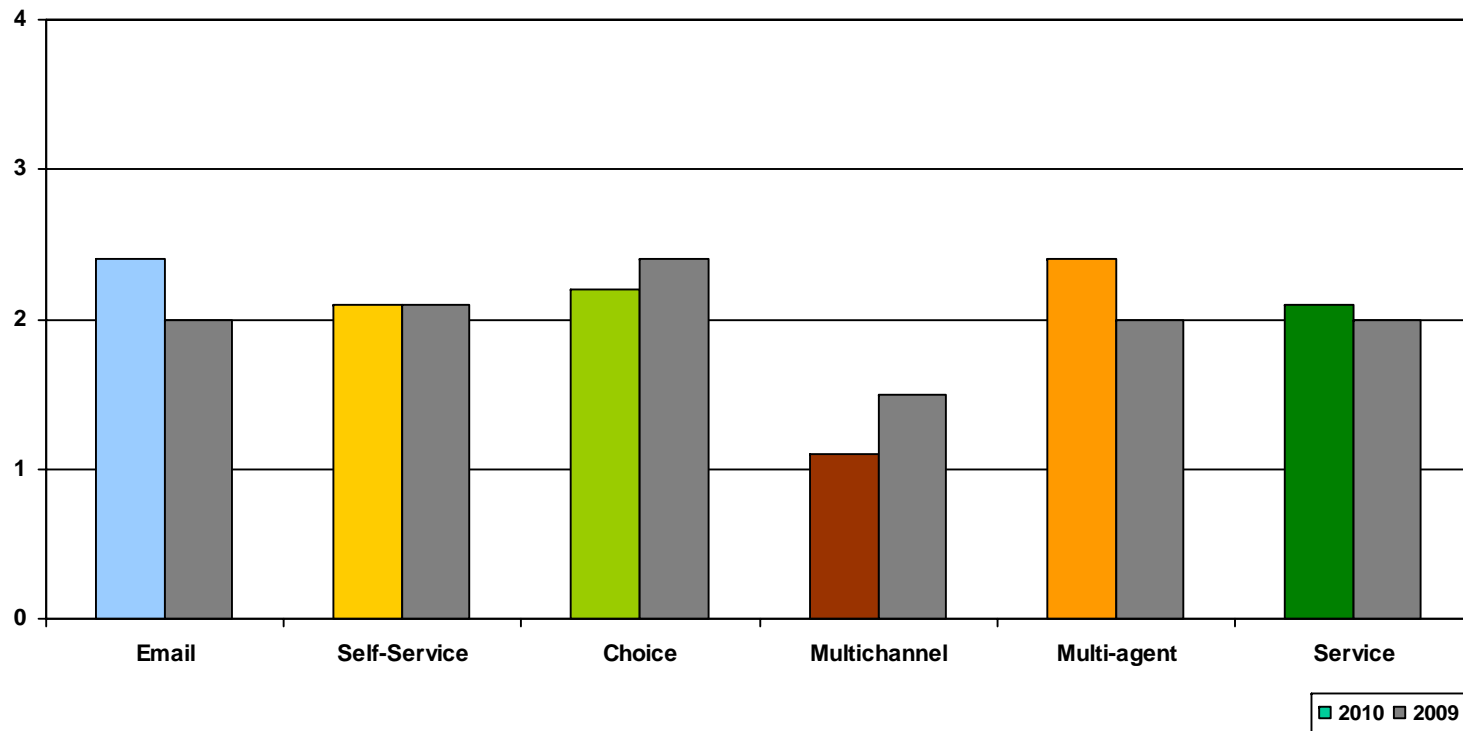


Findings by Industry Sector

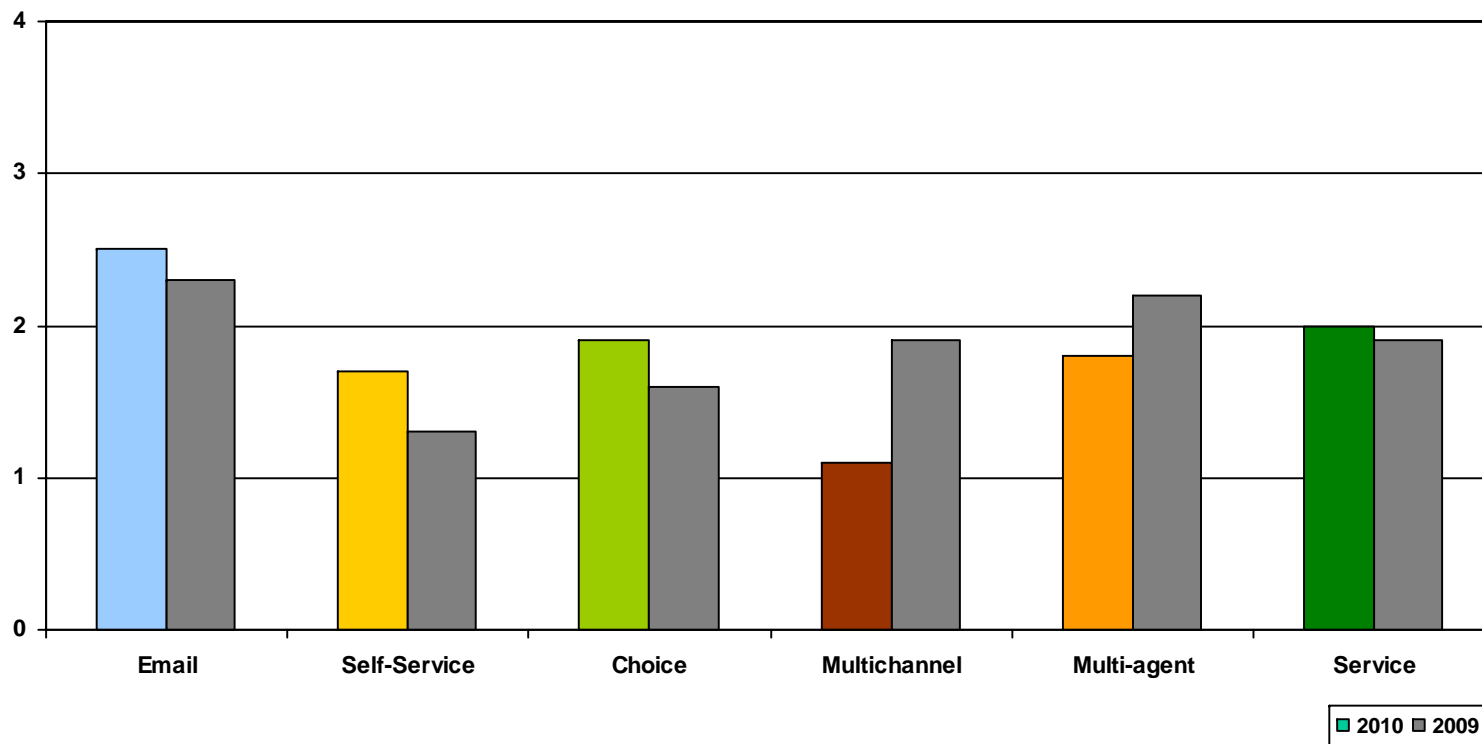
Communications



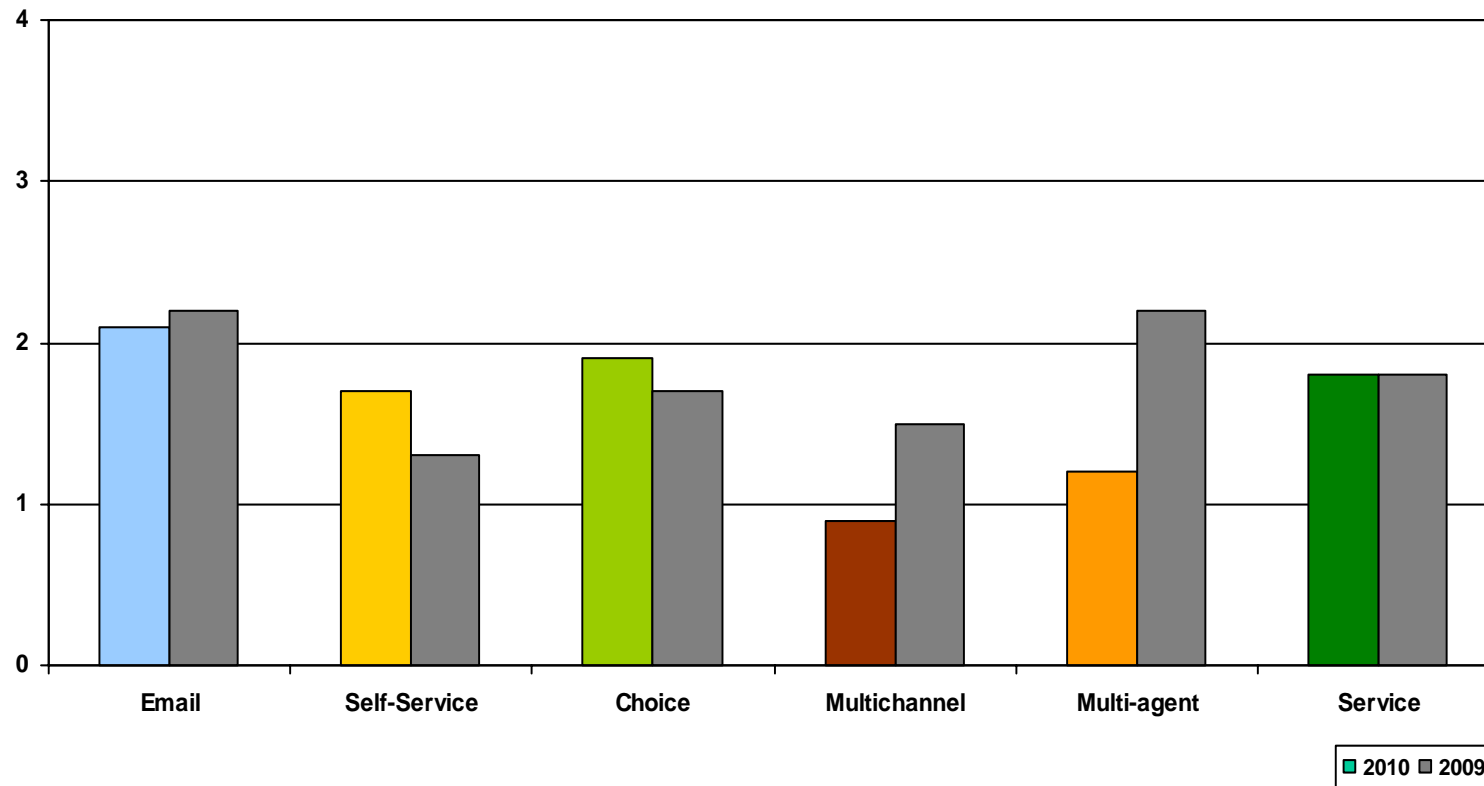
Consumer Goods



Financial Services



Insurance



Retail

