

Improving Customer Satisfaction – Key Features

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IMPROVING CUSTOMER SATISFACTION

In February 2010, YouGov published results from a study of over 2,000 British people following their experiences with call centres. 26% cited that being put on hold was the most annoying customer service experience. This figure is 32% for the over 55s, indicating that understanding your customer values and beliefs is key to improving satisfaction.

Moreover, Net Promoter Score (NPS) is a metric to hold companies and their employees accountable for how they treat customers. Companies that achieve long term profitable growth have a NPS score that is twice as high as the average company. However, customer expectations are increasing on a daily basis – we all want a bit more; more loyalty and more personal service. How does an organisation better equip itself to identify what are the true drivers that lead to great customer satisfaction?

In conjunction with our clients, Trinity Horne has developed a unique dual approach, combining examining raw customer service data with a performance improvement programme (MasterCoach®). Combining these two enables an organisation to draw executable improvement conclusions from its information and ensure that the right leadership commitment is in place to sustain these improvements.

At its heart is a powerful suite of statistical analysis and modeling tools complemented by in-house content expertise, real world process disciplines and pragmatism. Results derived from these applied analytics give the organisation an insight into what 'ticks the boxes' of existing customers and what can be used to attract new ones. The expertise within Trinity Horne will be able to unearth these nuggets of information and transform them into executable conclusions.

Innovation is key, as well as identifying Best Practice nurtured among the best members of staff. That's why MasterCoach® has been specifically designed to ensure that the results of the applied analytics are implemented through improved team leader interventions. Managers will be equipped with the right tools and attitude to ensure that the executable actions are implemented where it matters – the front line staff.

BENEFITS

Through this dual approach of applied analytics and MasterCoach®, Trinity Horne has enabled Customer Service Organisations to:

- obtain a greater understanding of key drivers affecting customer expectations
- increase NPS
- improve customer satisfaction (> 5% improvement) and shareholder return
- reduce their customer complaints by 50%
- reduce chase calls from customers by up to 75%
- improve customer retention
- adopt a consistent management approach
- identify Best Practice and promote its sharing between staff and geographical locations
- enhance Continuous Improvement behaviours at all management levels

