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LISTEN TO YOUR CUSTOMERS: FEEDBACK 101

Susie Boyer, Product Manager



Agenda


- ▶ Overview (10 mins)
- ▶ 6 Demos of Using RightNow to Gather Feedback (30 mins)
 - Closed Incident Survey
 - Chat Survey
 - Broadcast Survey
 - Survey by Proxy
 - Voice Survey
 - Cloud Monitor
- ▶ Virgin Mobile Customer Showcase (15 mins)
- ▶ Questions (5 mins)

8 Steps to Great Customer Experiences

1. Establish a Knowledge Foundation
2. Empower Customers
3. Empower Frontline Employees
4. Offer Multi-Channel Choice
5. Listen to Your Customers
6. Design Seamless Experiences
7. Engage Proactively
8. Measure and Improve Continuously

Why Listen?

- ▶ Improve customer retention
- ▶ Improve customer satisfaction
- ▶ Improve customer advocacy
- ▶ Reinforce brand/reputation
- ▶ Emotionally engage customers
- ▶ Improve employee satisfaction
- ▶ Increase/sustain sales
- ▶ Increases revenue

A woman in a grey suit is shouting into a blue and white megaphone. In the background, a man in a light blue striped shirt and tie looks frustrated, with his hand on his head. The scene is set against a bright, slightly blurred background.

*"Know how to listen,
and you will profit
even from those who
talk badly." - Plutarch*

Improving Listening Skills

Capture
Feedback at
the “Moment
of Truth”



Improving Listening Skills

Accentuate
the Negative



Improving Listening Skills

Act on What
You Learn

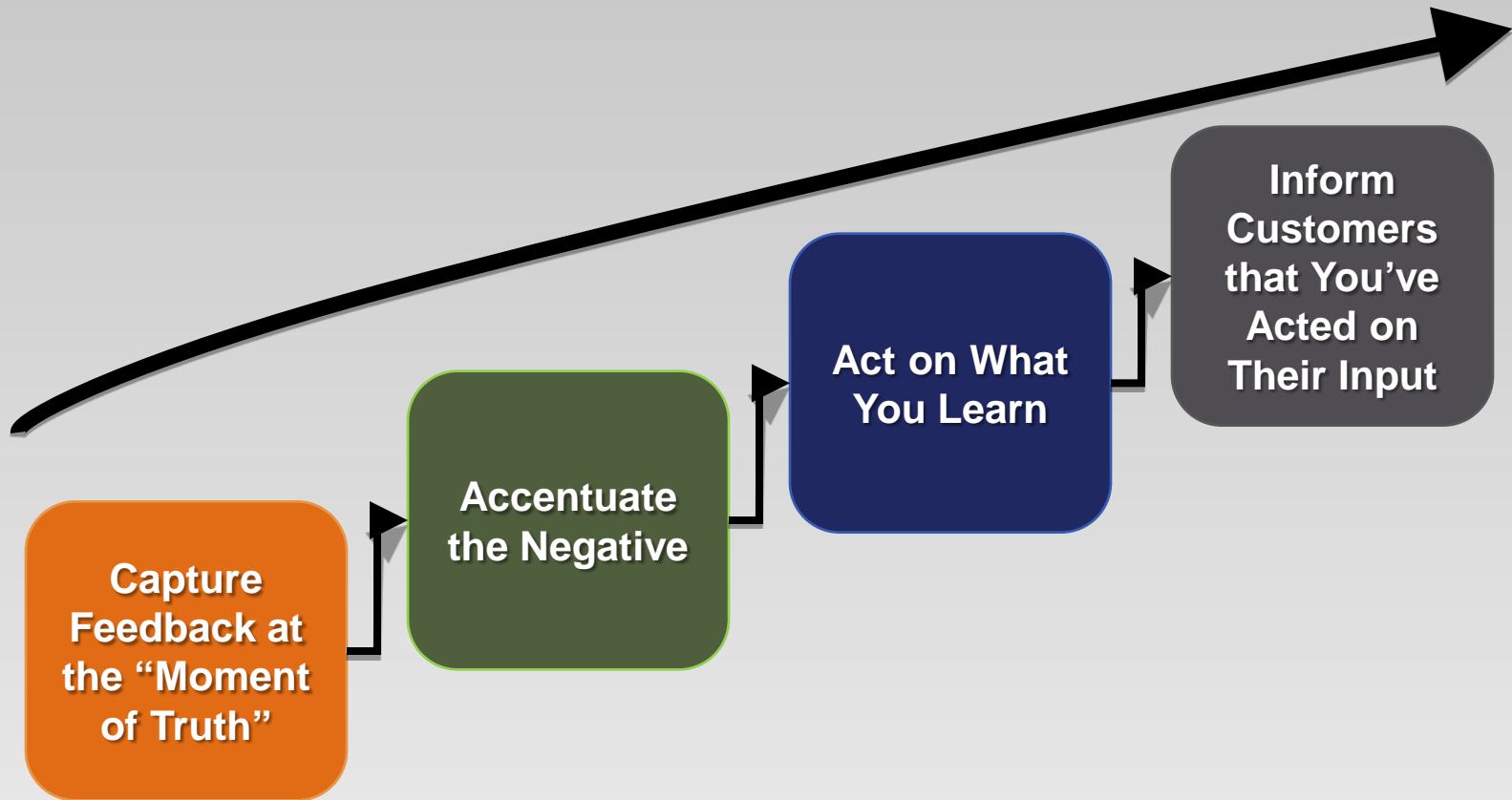
- ✓ Automatically route negative feedback
- ✓ Implement workflow rules
- ✓ Analyze feedback
- ✓ Periodically report

Improving Listening Skills

Inform
Customers
that You've
Acted on
Their Input



Improving Listening Skills

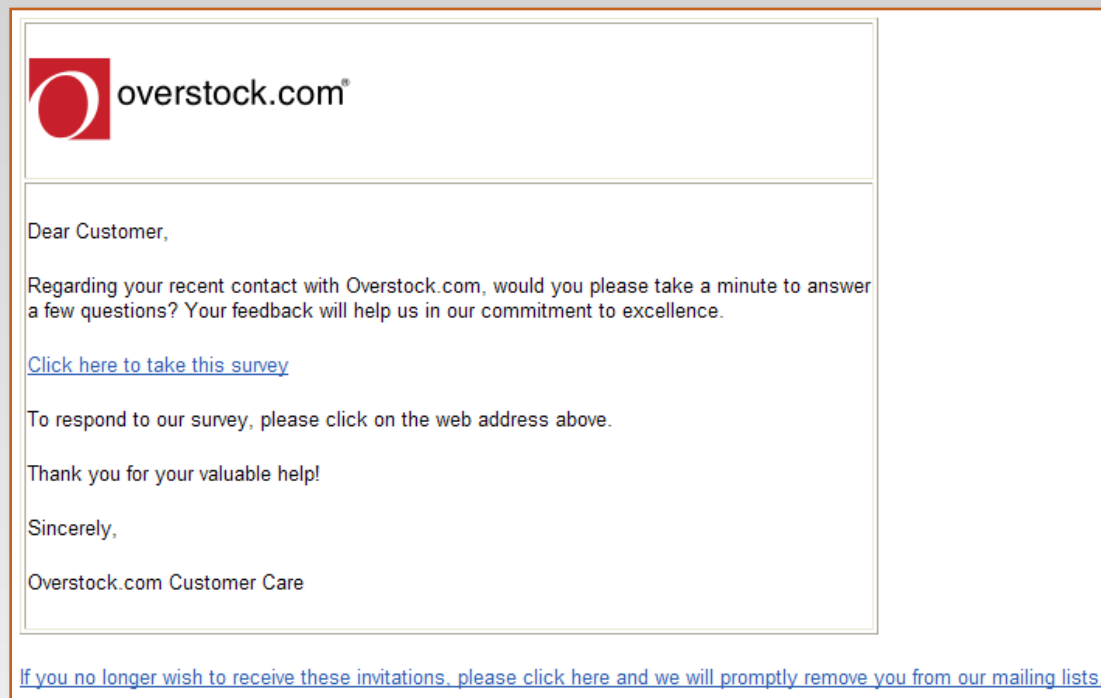


Multi-Channel Feedback Management



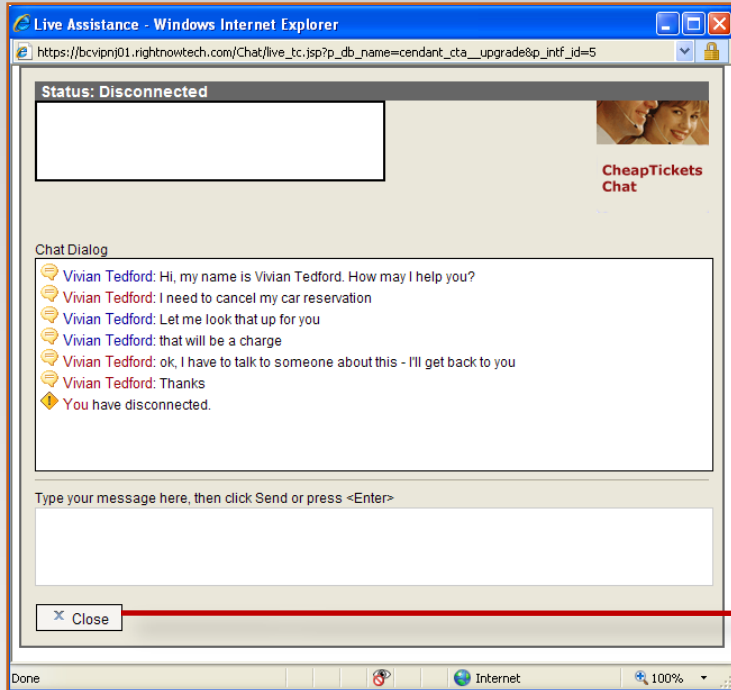
Demo 1: Closed Incidents Surveys

- ▶ Automatically send an invitation to participate in a customer service survey while the incident experience is still fresh and relevant



Demo 2: Chat Surveys

- ▶ Offer survey at end of chat or a time-delayed survey to be sent to the contact later

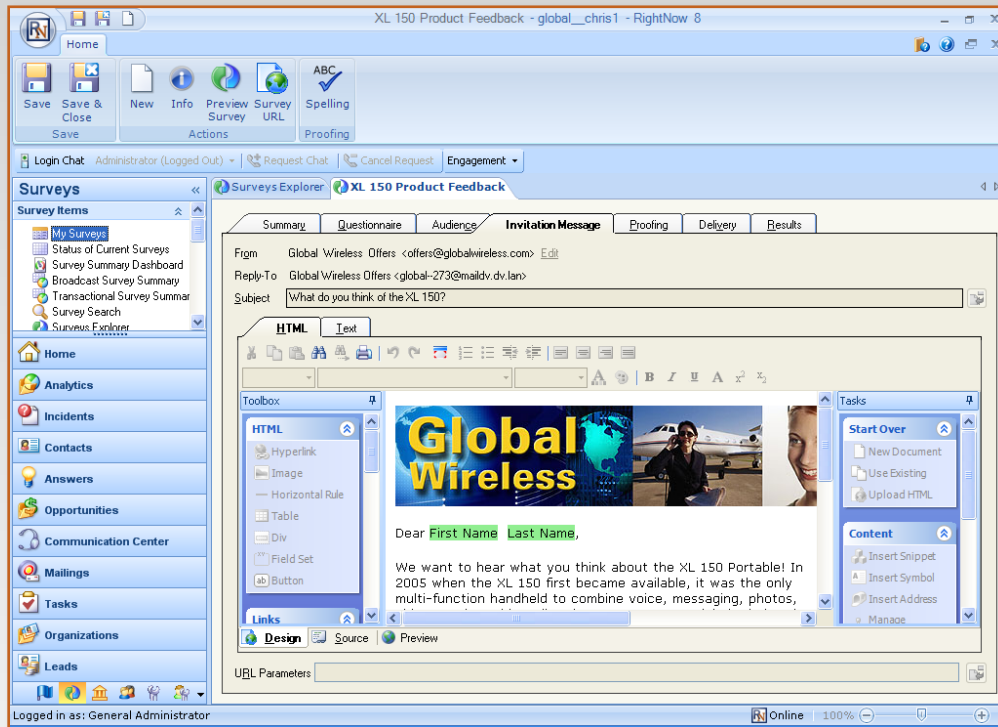


The screenshot shows a "Post Chat Survey" form for CheapTickets. The form is titled "Post Chat Survey" and includes the following questions and input fields:

- Please help us improve our service to you by answering the questions below.
- How would you rate your overall service experience today?
- How would you rate your chat agent?
- Do you feel you received resolution to your request?
- Your feedback is important to us! Please feel free to tell us how we can improve this service.
-

Demo 3: Broadcast Survey

- ▶ Define an audience to email an invitation message to participate in a survey.



The screenshot shows a web-based survey creation tool interface. The main window is titled "XL 150 Product Feedback - global_chris1 - RightNow 8". The interface includes a navigation menu on the left with options like "Home", "Analytics", "Incidents", "Contacts", "Answers", "Opportunities", "Communication Center", "Mailings", "Tasks", "Organizations", and "Leads". The main content area is divided into several tabs: "Summary", "Questionnaire", "Audience", "Invitation Message", "Proofing", "Delivery", and "Results". The "Invitation Message" tab is active, showing a form for creating an email invitation. The form includes fields for "From" (Global Wireless Offers), "Reply-To" (Global Wireless Offers), and "Subject" (What do you think of the XL 150?). Below the form is a rich text editor with a "Text" tab selected. The editor contains a "Global Wireless" logo and a personalized message: "Dear First Name Last Name, We want to hear what you think about the XL 150 Portable! In 2005 when the XL 150 first became available, it was the only multi-function handheld to combine voice, messaging, photos,". The interface also features a "Toolbox" with various HTML elements and a "Tasks" panel with options like "Start Over", "New Document", "Use Existing", and "Upload HTML".



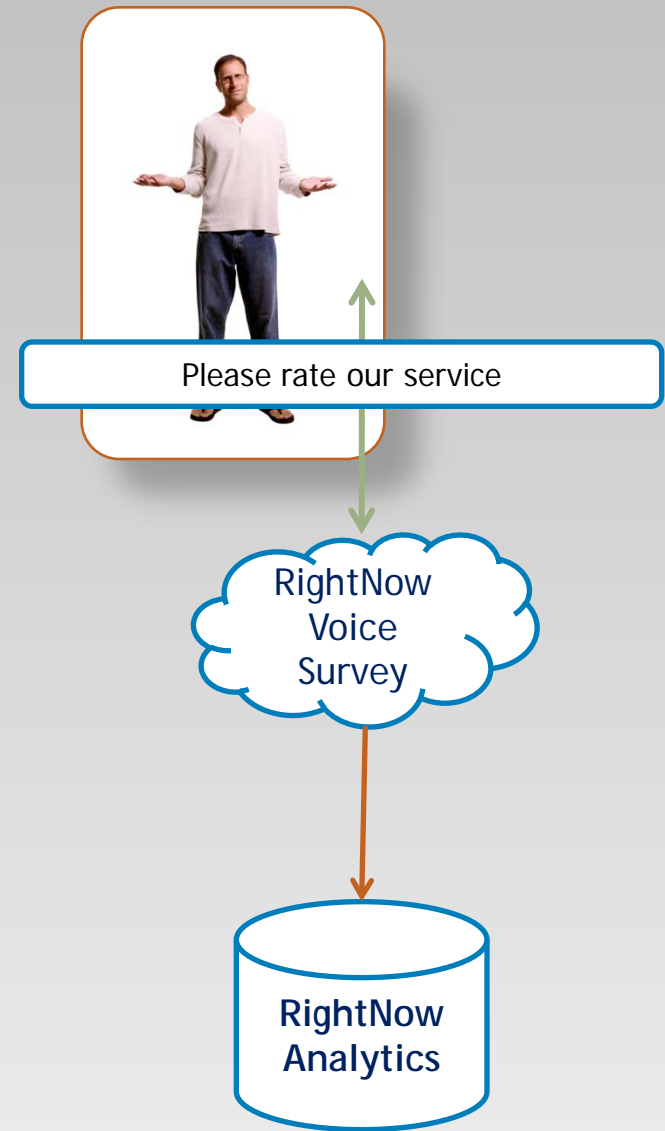
Demo 4: Survey by Proxy

- ▶ The ability for an agent to take a survey on behalf of a contact within their On Demand Desktop workspace



Demo 5: Voice Survey

- ▶ Direct callers to a voice survey to measure customer satisfaction with products, services or customer service agents.
- ▶ Results are stored in Incidents for each caller surveyed
- ▶ Insightful, actionable feedback analytics



Wave Sound

Voice Survey
Recording

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Demo 6: Cloud Monitor

- ▶ Monitors Twitter and YouTube for conversations that are occurring related to your product, service, or organization



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CLOUD MONITOR

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Virgin Mobile USA

Syed Rehman, CRM Manager

October 10, 2009



Confidential and Proprietary Information of Virgin Mobile USA, L.P.

VMU Overview

- Launched nationally in July of 2002, Virgin Mobile USA is the nation's first wireless network created for and defined by youth
- J.D. Power and Associates ranked VMU highest in America in customer satisfaction among wireless prepaid services for two years in a row and PC Magazine Readers named Virgin Mobile tops in service for 3 years consecutively [06-07-08]
- VMU's more than 5.3 million customers have access to a service portfolio that includes multiple voice pricing options, a full range of handsets and a broad array of messaging, music and mobile content offerings
- Two core divisions



VMU's CRM Solution

- Launched RNT in 2007 across the post-paid (contracts) division business as the main CRM application
- Integrated with Post-Paid (no contracts) in 4Q 2008 for CSAT surveys and reporting
- Two survey types:
 - Transactional Incident closed survey (post-paid)
 - Data feed into RNT from pre-paid CRM application consisting of live advisor and IVR surveys
- We send approx 400k surveys monthly with a 4.5% response rate
- We utilize 4 call center vendors with footprints in the Americas and south Asia



Surveys

- We primarily utilize transactional surveys
- Postpaid division uses incident status as trigger to send surveys
- Prepaid division has a daily data feed which generates list of customers to be surveyed
- Survey pages are conditional based on customer responses serving applicable pages



Survey Example



Hi ,

We noticed you recently contacted our Customer Care Team and spoke with one of our Live Advisors. How was your experience? We want to make sure your voice is heard, so please take a moment to fill out this short survey. Also, please take advantage of the free form fields to provide us with details regarding the Advisor you last spoke to and your overall Virgin Mobile USA experience. We want to hear it all!

[Click here to take this survey.](#)

Sincerely,

Your Virgin Mobile USA Customer Care Team

[Manage Survey Email Options](#)




Survey Example (cont)

http://virginmobileusa.custhelp.com/cgi-bin/virginmobileusa.cfg/php/enduser/doc_serve.php?&1=Av - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Stop

Address http://virginmobileusa.custhelp.com/cgi-bin/virginmobileusa.cfg/php/enduser/doc_serve.php?&1=AvCg~wr~Dv8S~xb~Gv8e~yj~Jv8q~zz~&5=59 Go Links



Which of the following best describes your primary reason for calling Virgin Mobile USA Customer Care?

Overall, how satisfied were you with how the Advisor handled your most recent call? If you talked to more than one Advisor, please score only the last one you spoke with

Do you have any additional feedback, regarding your experiences with the Advisor who you rated above? If the advisor exceeded your expectations, we'd love to hear about it. If the advisor failed to meet your expectations, we also want to hear about it and what could have been done differently.

For each statement, please rate your level of satisfaction with the Virgin Mobile USA Live Advisor who handled your most recent call. **If you talked to more than one Advisor, please score only the last one you spoke with.**

Advisor displayed a friendly and upbeat attitude	<input type="text"/>
Advisor was knowledgeable	<input type="text"/>
Advisor displayed a genuine concern for resolving my issue	<input type="text"/>

Done Internet




Survey Example (cont)

http://virginmobileusa.custhelp.com/cgi-bin/virginmobileusa.cfg/php/enduser/doc_submit.php - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Stop

Address http://virginmobileusa.custhelp.com/cgi-bin/virginmobileusa.cfg/php/enduser/doc_submit.php Go Links



Which of the following best describes your call with Virgin Mobile USA Customer Care?

- It was the first time I called about this issue
- It was not the first time I called about this issue

Was the reason for your call resolved after your contact with Customer Care ?

How satisfied are you with Virgin Mobile USA Overall?

How likely are you to recommend Virgin Mobile USA to a friend?

Do you have any additional feedback, positive or negative, on your experiences with Virgin Mobile USA? If we exceeded your expectations, we'd love to hear about it. If we failed to meet your expectations, we also want to hear about it and what we could have done differently.

Done Internet



Reporting

- Customer Satisfaction (CSAT) results from surveys is primary metric in evaluating call center vendor performance
- Vendors use CSAT scores for coaching, mentoring and advisor evaluation
- Emphasis is placed on:
 - Overall Satisfaction
 - First call resolution (FCR)



Reporting (cont)

Weekly Pre-Paid CSAT Score Card			MTD Scores	
Enterprise	9/20/2009	9/27/2009	MTD	Monthly Goal
BB				
Top 2				
Avg				
Surveys Returned				
Activations Bottom Box				
Activations Top Box				
Activations Avg CSAT				
Surveys Returned				
LNP Bottom Box				
LNP Top Box				
LNP Avg CSAT				
Surveys Returned				
AYS Bottom Box				
AYS Top Box				
AYS Avg CSAT				
Surveys Returned				
Mobile BroadBand2Go Bottom Box				
Mobile BroadBand2Go Top Box				
Mobile BroadBand2Go Avg CSAT				
Surveys Returned				
RMA Bottom Box				
RMA Top Box				
RMA Avg CSAT				
Surveys Returned				

Monthly CSAT Score Card		
Enterprise	Aug	Sept
BB		
Top 2		
Avg		
Surveys Returned		
Activations		
Surveys Returned		
LNP		
Surveys Returned		
AYS		
Surveys Returned		
MBB		
Surveys Returned		
Technical Support		
Surveys Returned		



Reporting Example

helio - RightNow 8

New View Go Preferences Admin Community Help

CSAT Dashboard - Site1 NIC - RNT 2

Home Report Display Data

Search Refresh Reset

Data Set

Virgin Prepaid MSAT Dashboard - By Agent

Sub Title

Advisor	Reason	# of Surveys Started	# Surveys Completed	Overall Satisfied - Advisor	Easy to Understand?	Advisor Knowledgeable	Cleared Explanation Offered ?	Friendly Attitude	Gratification
NICAARRIETANEWBALL	Account Informatio	1	1	4.00	1.00	3.00	3.00	4.00	
NICADENIS	Account Informatio	1	1	5.00	5.00	5.00	5.00	5.00	
NICADIAZULLOA	Account Informatio	1	1	4.00	5.00	4.00	4.00	5.00	
NICALEONTIJERINO	Account Informatio	1	1	5.00	5.00	5.00	5.00	5.00	
NICALOPEZ2	Account Informatio	2	2	4.00	4.50	3.50	4.50	4.50	
NICAMALIONEHEBERT	Account Informatio	1	1	1.00	4.00	1.00	1.00	2.00	
NICASAMUEL	Account Informatio	3	3	3.33	2.67	3.67	3.33	4.00	
NICAVARGASBENDANA	Account Informatio	1	1	3.00	3.00	3.00	3.00	3.00	
NICBEDUARDOAMERICO	Account Informatio	1	1	5.00	5.00	5.00	5.00	5.00	
NICBFRANCISORAMON	Account Informatio	1	1	5.00	5.00	5.00	5.00	5.00	
NICBMALTEZGONZALEZ	Account Informatio	1	1	5.00	5.00	5.00	3.00	5.00	
NICBMORALESRODRIGU	Account Informatio	1	1	4.00	5.00	5.00	5.00	5.00	
NICCBARRANTESORTIZ	Account Informatio	2	2	3.50	3.00	3.00	3.50	4.50	
NICCDVIDALEJANDRO	Account Informatio	1	1	5.00	5.00	5.00	5.00	5.00	
NICCDIAZ2	Account Informatio	1	1	5.00	5.00	5.00	5.00	5.00	
NICCFUENTESMARTINE	Account Informatio	2	2	4.50	5.00	4.50	5.00	5.00	
NICCMANZANAREZBARR	Account Informatio	2	2	2.00	2.50	2.50	2.00	3.00	
NICCCPORTER	Account Informatio	1	1	5.00	5.00	5.00	5.00	5.00	

Reports Explorer CSAT Dashboard - Site1 NIC ...

Logged in as: SRehman | 485 Records | Online



How VMU listens to our Customers

- Survey CSAT reports
- Customer Advocacy Group (CAG)
- Social Site's Monitoring
- Customer Panels
- Quarterly Market Research using outside firms
- Focus Groups
- Annual WOZ testing for our IVR applications
- Sample testing of Verbatim reports
- Call Center Site visits



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QUESTIONS?



Additional Resources

- ▶ Breakout #8: 2:30-3:30 p.m. today - Feedback - Listening & Acting on the Voice of the Customer
- ▶ Ask-the-Experts
- ▶ RightNow Community - www.rightnow.com
 - Support
 - Discussion Forums
 - Idea Lab
 - Library
- ▶ Your Account Manager
- ▶ Email sboyer@rightnow.com