

Real Time Customer Feedback: The Voice of Your Customer Speaks Volumes...

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Take Aways...

- Distinction between cost center vs. value add center
- Understand how listening to the “Voice of your Customer” can improve your organization
- Think about your business in a new light

Before we start...



Who Are We?

Synovate in top 10 global marketing research firms.

Synovate ViewsCast...

- Synovate solution used by contact centers and other industries
- Real time customer feedback immediately after interaction
- Measure and monitor contact center customer satisfaction and loyalty immediately after the customer interaction



Kaiser Permanente is America's leading integrated health care organization.

Kaiser Health Plans...

- Non-profit, public-benefit corporations
- Contract with individuals and groups to arrange comprehensive medical and hospital services.

Who Are You?

- Vital to businesses today
- Primary contact for customers
- Business advantage
- Technology driven
- Cost center versus profit center

**Take a good look at
your contact center
through the eyes
(and ears) of your
customers...**

**What has being a
“cost center” cost
your company?**



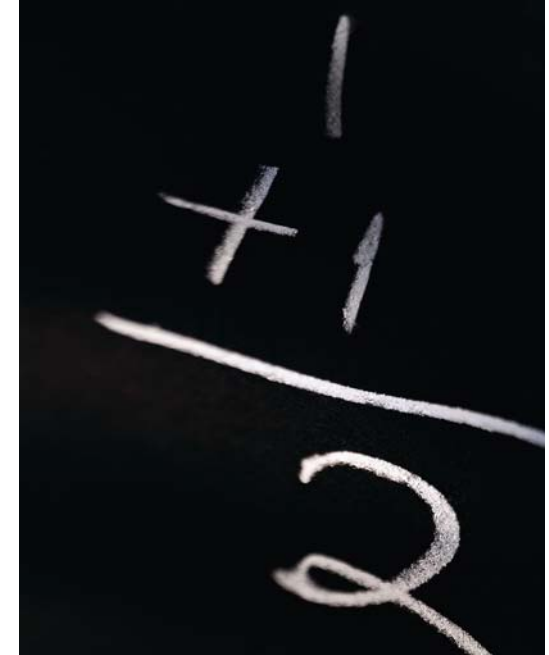


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Research reinvented

Do the Math...

- Approx. 25% have a negative experience (on average)
 - 2% will complain
 - Issue not resolved; stays
 - Issue not resolved; defects
 - Issue resolved; remains loyal
 - 98% won't complain
 - At risk of defection; decreased loyalty
 - Defect; reason why unknown



How long before this customer defects?



A Value Add Experience...

- Customer Focus
- Service Differentiation
- Longer Customer Retention
- Bigger Customer Spend
- Best Advocate for New Business

Customer focused companies *focus* on their customers!

○ Customer feedback – direct from the customer

○ Use feedback to:

- Streamline processes
- Train call center staff
- Create reward and recognition programs
- Improve customer relations

A Case In Point...Kaiser Permanente Health Plans

- Ongoing call center customer satisfaction program
- Identify aspects of call experience with greatest impact on overall satisfaction
- Measure/track key attributes on ongoing basis
 - Call center level
 - By type of call
 - Agent level (possible future phase)
- Provide actionable results
 - Improve member satisfaction and loyalty
 - Enhanced service

How Accomplished...

- Customer calls into Kaiser call centers via toll-free phone number
- Kaiser IVR mentions survey to be conducted post transaction
- Kaiser automatically feeds sample to Synovate within 1 minute of experience
- Synovate automated outbound IVR calls to call center customer within 1 minute of sample receipt
 - IVR only transactions
 - Agent transactions
 - Hybrid

Deliverables...

○ Real time web reporting portal

- Call stats (# completes, incompletes, length of survey, etc.)
- Disposition reports (# connected calls, # no answers/ busies, etc.)
- Report templates showing results, data trends...
- Voice of the Customer verbatim responses
 - Customer verbatim comments available for listening
 - Transcription and coding provided separately

○ Hot Alerts

- Email alert automatically generated when a customer scores below acceptable threshold
- Customer contacted by Kaiser – swift resolution

Positive Outcomes...

- Establishment of communication channels to share customer feedback
- Creation of a cross-functional work team of Kaiser Permanente executives
- Cross-channel and IVR usability testing

Thank You!!!

