

5 GREAT WAYS TO IMPROVE CUSTOMER SATISFACTION (Part 2)

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Why customer satisfaction is so important

Almost **70%** of the identifiable reasons why customers left typical companies had nothing to do with the product. **The prevailing reason for switching was poor quality of service**

91% of unhappy customers will never purchase services from you again.

70% of complaining customers will do business with you again if you resolve the complaint in their favour.

Each one of your customers has a **circle of influence of 250 people.**



TIP 4

CREATE PROACTIVE CUSTOMER SERVICE OPPORTUNITIES

What is Proactive Customer Service?

“Proactive Customer Service is a business strategy that makes consumers’ lives easier by addressing issues before a problem or a need arises.”

Donna Fluss, DMG Consulting



When to implement Proactive Customer Service

Pre Sales / Purchase



Post Sales



At registration, make customers aware of complimentary products

Show them how to get more from products and improve efficiency

Use quiet times to make outbound satisfaction calls

Promote loyalty schemes, special offers and affinity programmes

Engage and reward advocates, 'Recommend a friend' schemes etc.

Award-winning service



WOW! Award winners



European Call Centre & Customer Service Award winners



TIP 5

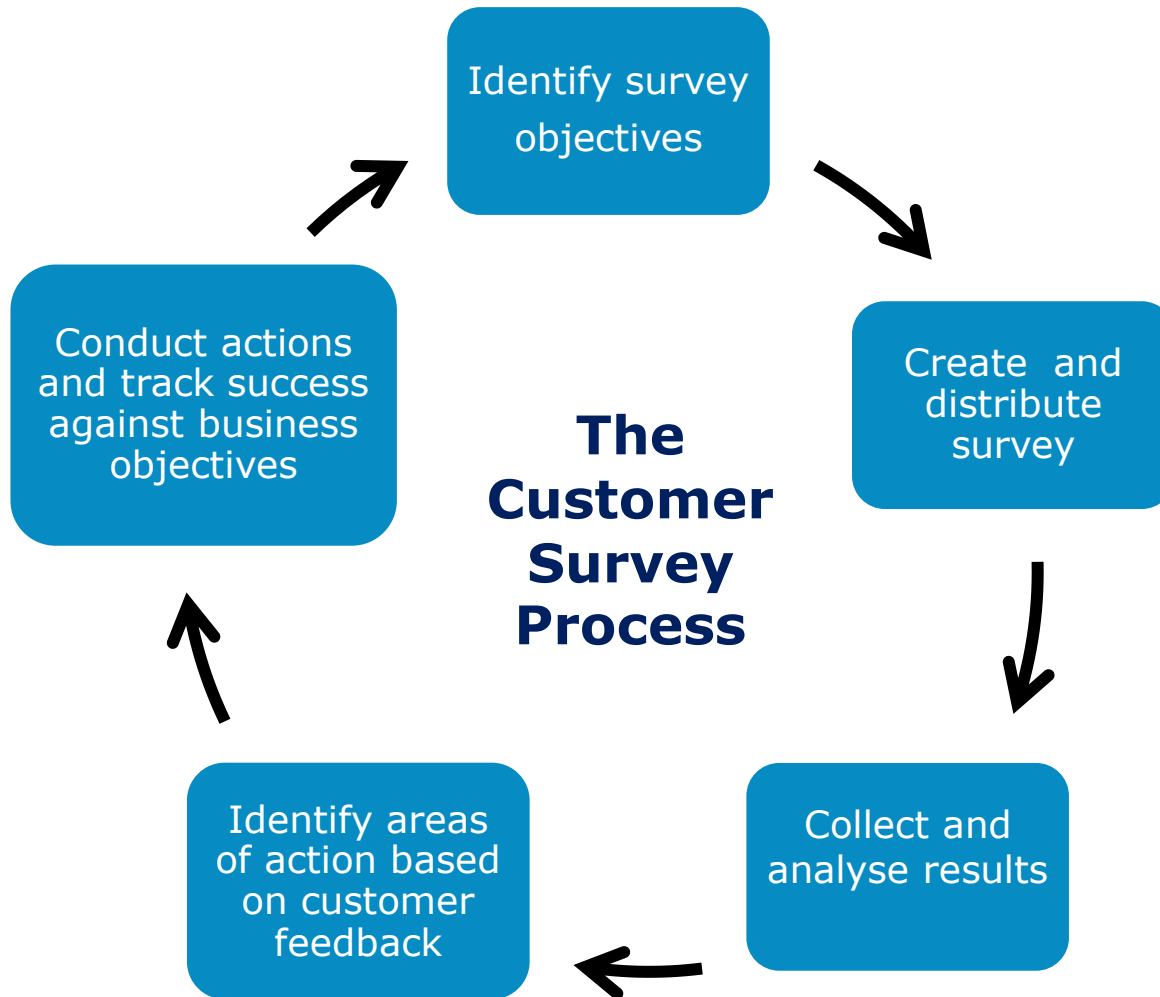
**USE CUSTOMER FEEDBACK AND
INTERACTION DATA MORE EFFECTIVELY**

The contact centre is a company's richest source of customer information

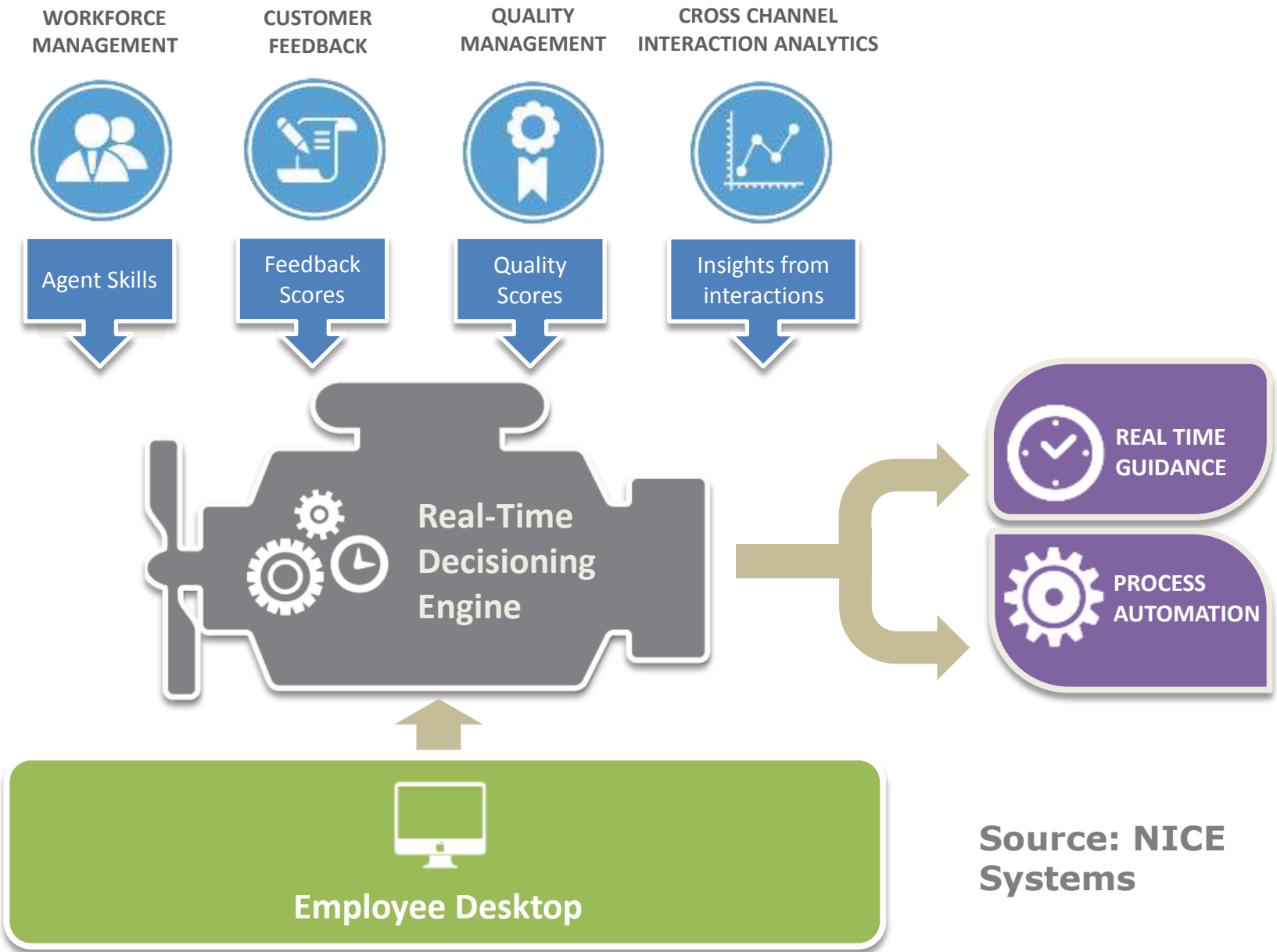
- Contact recordings
- Customer surveys
- CRM systems
- Automated feedback systems
- Quality systems
- ACDs/Diallers/IVRs
- Billing systems
- Workforce management systems
- Performance management systems



End-to-end strategies for simple survey processes....



...and sophisticated performance optimisation processes



Source: NICE Systems

A 'Voice of the Customer' Action Plan

1. Ready the organisation to act on customer feedback and data
2. Invest in the tools and processes required to analyse/ prioritise
3. Ensure you have experienced individuals who can feed back learning into the organisation and secure changes
4. Tell customers what you are doing
- 5. Track results!**

