

DETAILED CASE STUDY: TRANSACTIONAL CUSTOMER EXPERIENCE



THE BUSINESS CHALLENGE

BACKGROUND

The client, a financial services company active in 15+ countries worldwide, wanted to improve its current B2C customer experience. Therefore, the bank aimed to identify the experiences consumers were having in their day-to-day interactions.



CHALLENGE

Our client had to capture the consumer experience at multiple touch points in order to reveal the drivers of NPS and their importance to the business. The need for actionable insights prompted the client to approach us with the following questions:

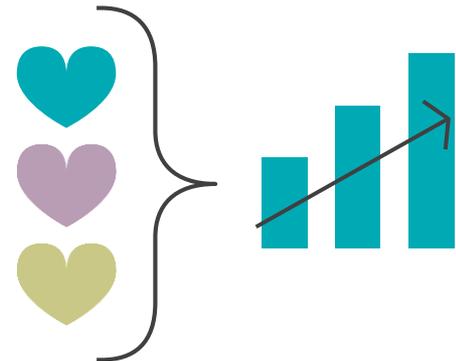
Are customers happy with their daily transactions with us?

What are the key drivers impacting our customer experience?

Where should we focus to improve?

GOAL

Our goal was to build a comprehensive bottom-up research that would enable an effective decision-making process. In order to obtain a representative sample, we deployed an NPS end-to-end software platform.

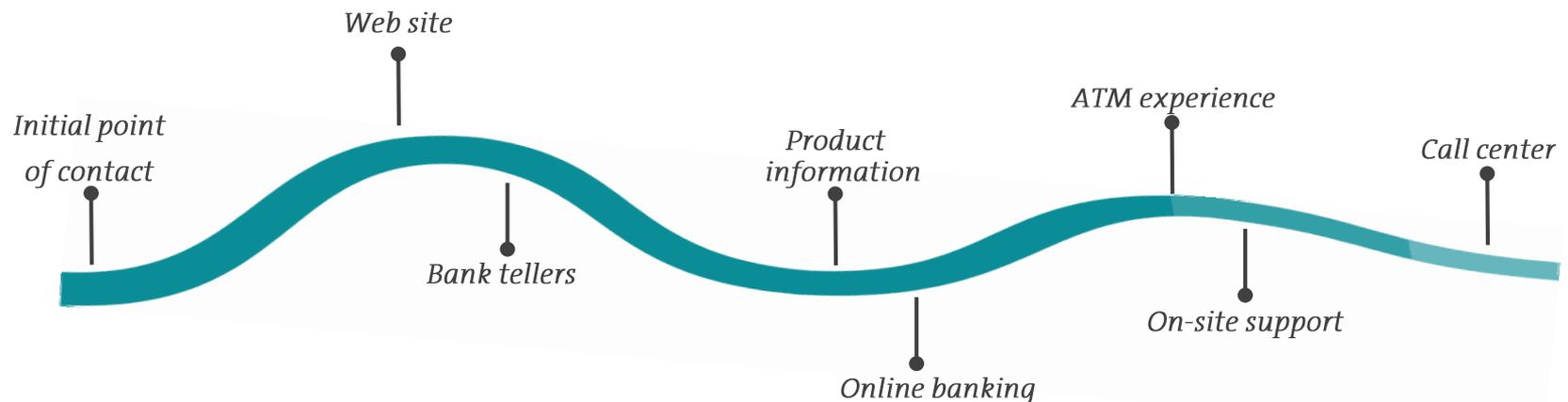
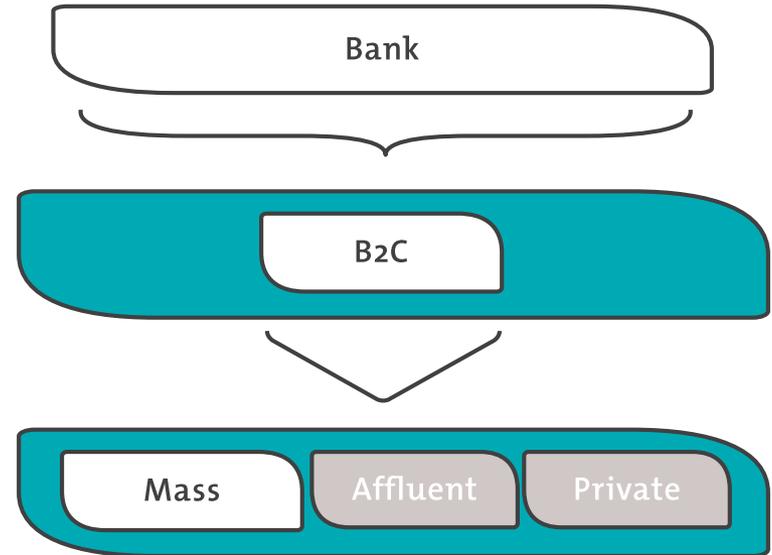




CUSTOMER SEGMENTATION AND TOUCH POINTS PRIORITIZATION

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- After discussions with key stakeholders, we defined the level of detail that would provide the most useful and actionable information.
- In-depth analysis of the client's internal structure helped us identify the respondent base that the desired level of granularity imposed.
- Aligning with the company's strategic goals and needs, we were able to identify the customer journey, based on the selected Mass segment. We prioritized the daily interactions of consumers with the bank and selected the key touch points to serve as a basis for the survey.





PROPRIETARY SOFTWARE FACILITATED THE SURVEY PROCESS

IN ORDER TO OBTAIN A REPRESENTATIVE SAMPLE OF THE B2C NPS STUDY, WE OFFERED THE CLIENT AN END-TO-END NPS SOFTWARE PLATFORM



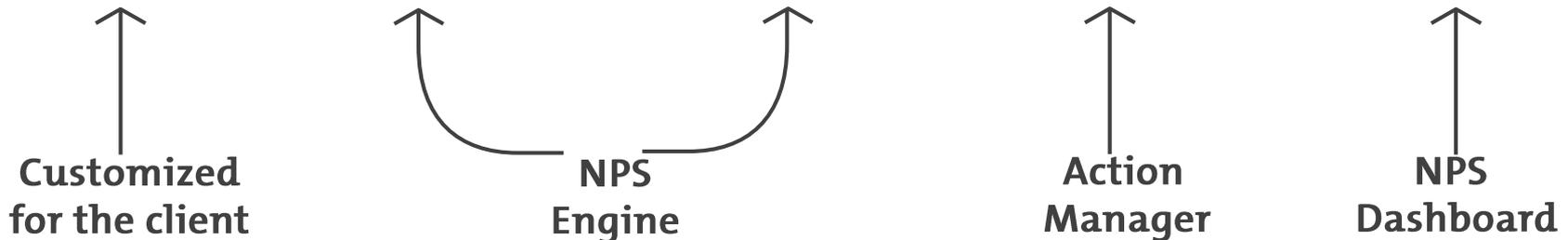
- The Client was able to incorporate customer data directly in the system.
- Allowed consequent management of the data.
- Announcement e-mails were sent.

- We drafted survey questions to be used as inputs for surveys.
- The system facilitated Online Survey creation and allowed for both central /decentralized deployment.
- Tasks progress was monitored.

- Employees have access to schedule workflow for feedback calls.
- Inputs, based on customers' answers, were scripted and improvement actions were defined and scheduled.

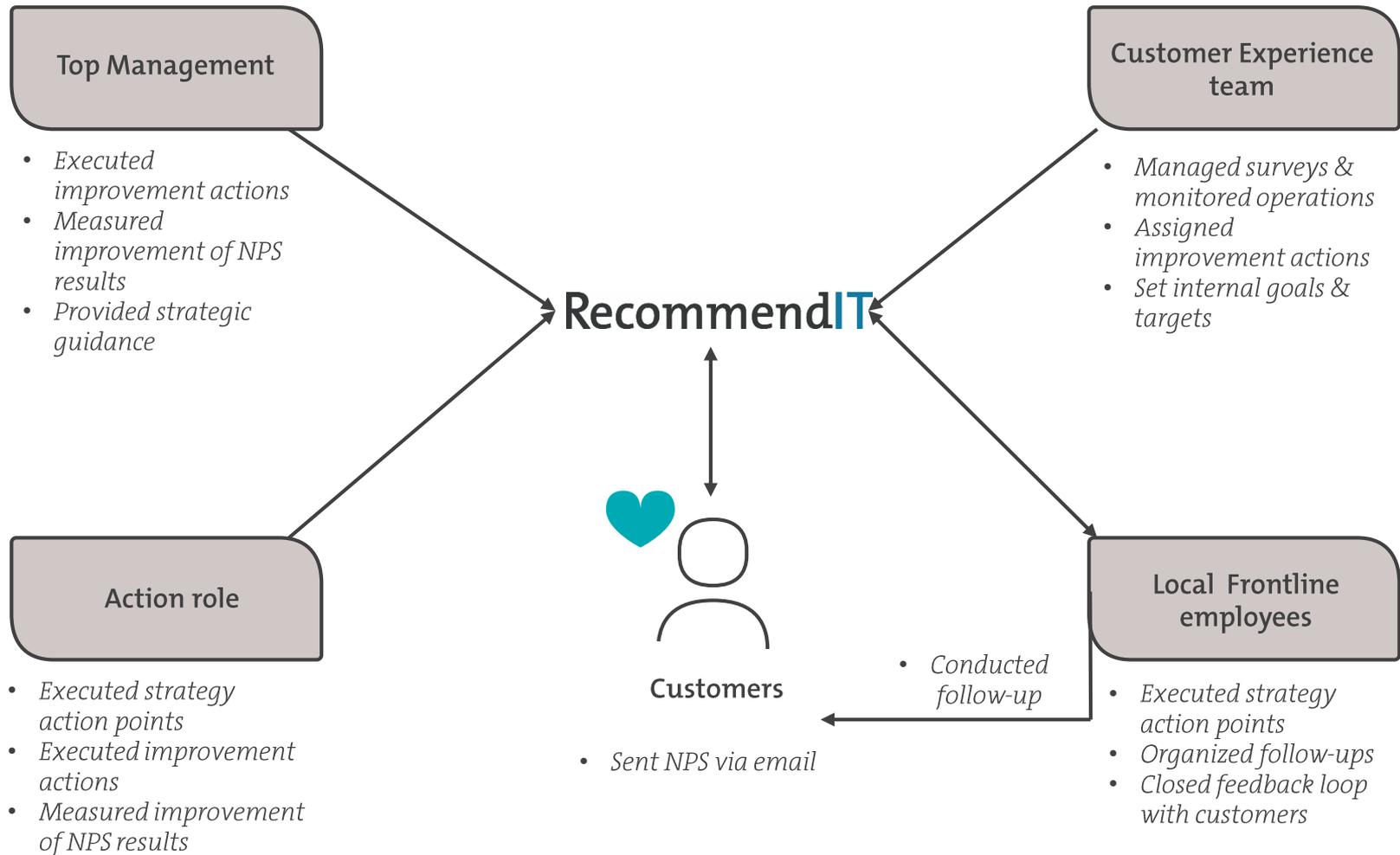
- Separate section tracked the progress of improvement initiatives both on touch point level and across management layers.
- It set out reminders for actions to the responsible frontline employee.

- Using this feature, the client was able to create standardized reports and dashboards on workflow status.
- This provided analytical environment for ad-hoc analyses with easy to use output features (xls, ppt).





OUR PLATFORM ALLOWED BOTH THE FRONTLINE AND MANAGEMENT TO ENGAGE IN THE SURVEY PROCESS





TRANSACTIONAL NPS RESULTS

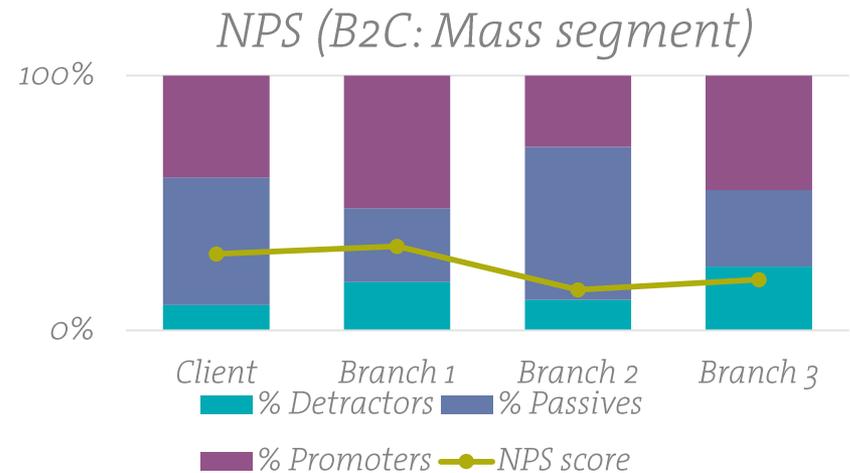
6000+ INTERVIEWS OBTAINED TO CAPTURE THE CONSUMER EXPERIENCE AT MULTIPLE TOUCHPOINTS ACROSS BRANCHES

RICHNESS OF DATA ALLOWED GRANULARITY

- Due to the automated process by our software, 6000+ interviews were generated. The richness of the data provided sample sizes that were large enough to allow for granularity of results. Therefore, we were able to estimate the NPS of the key branches of the bank.

RESULTS ENABLED IMMEDIATE IMPROVEMENTS

- The results enabled branch employees to monitor day-to-day performance and drive actions for frontline employees.
- The survey helped branch managers to prepare for service recovery calls with detractors to close the feedback loop. The outcomes of these follow-ups, and the customer comments, gathered during the NPS survey, provided important feedback messages on immediate improvement points.



How are different branches performing?

Where the branch stands relative to the rest of the branches?



APPLICATIONS AT CLIENT

The developed and executed survey provided detailed figures on our client's Transactional NPS score. It revealed the key improvement areas that would have an immediate impact on customer satisfaction.

The conducted transactional NPS survey had the following applications for our stakeholders:

BASELINE FOR IMPROVEMENT

- The client was able to spot trends on emerging problems and assign immediate improvement actions.



PRIORITIZING ACTIONS

- Richness of the data enabled estimations of results on branch level. This allowed the client to prioritize improvement action.



SEAMLESS WORKFLOW

- The NPS platform facilitated bank employees throughout the entire survey process from beginning to end.
- Having both the frontline and the management engaged in the company's customer experience efforts also enhanced the customer-centric culture at the company.

