

“Automated Multi-Channel Real Time Survey System...”

For a leading mobile communications company



Overview

Customer

A leading mobile communications company

Industry

Telecommunications

Location

Malaysia

Application

Real Time Survey System

A leading mobile communications company providing a comprehensive range of affordable, convenient and easy-to-use wireless services to simplify and enrich the lives of its customers. They create value by selecting the most appropriate cutting edge technology so that customers benefit from products and services that give them choice, convenience and control.

The company has an established presence as one of the leaders in voice and data prepaid services with a number of firsts that have set industry benchmarks for creativity and innovation. Because of its strong position in the telecom industry in Malaysia, the company dedicated to offering great customer support and services at its Contact Centers that operate 24 x 7. Its Contact Center consists of more than 200 agents speaking 4 different languages targeted to satisfactory serve different ethnicity in the country. Due to increasing demand coupled with technology push, the company is challenged to continuously strive to gain competitive advantage in the market. One of the efforts identified is to increase customer satisfaction and retention by reaching out to its customers through implementation of multi-channel survey systems.

The Challenges

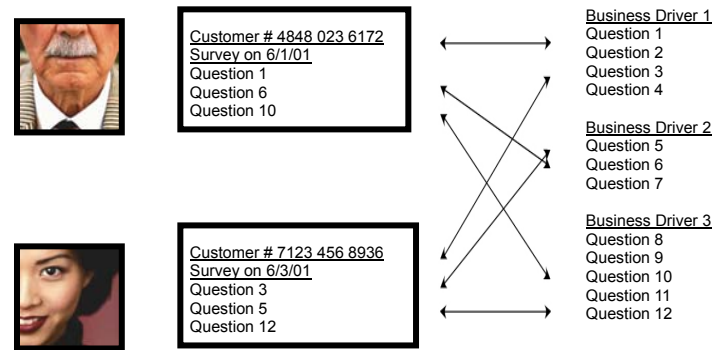
In today's global marketplace, many businesses look to differentiate from their competitors to gain a stronger foothold on their market share to maintain and ideally grow their customer base. To gain more perspective into their own operations, many businesses employ survey & reporting solutions to evaluate and quantify the success of their customer service staff and initiatives. The mobile communications company is not excluded from the list. Recognizing that a good understanding of its customers is useful only to the extent to which this knowledge can be translated into real business practices, the company implemented a third-party survey tool. The survey tool relied on the Customer Care Consultant (CCC) to perform a manual transfer at the end of conversations with customers to invite them to participate in a survey. The survey was only limited to outbound voice channel and manual human intervention has resulted in bias in the survey results. From customers' perspective, they don't feel safe revealing their honest feedback.

Because it's completely outsourced, the company didn't have total control in the survey questions management. Questionnaire stays static and updated only when the contract permits. There were also no dynamic reports for analysis. Survey results were reflected in static two-dimensional reports that contain only statistical count of total participation rate that don't contribute much to the business analytical aspects in the executive decision-making process.

Real Time Survey System

From a manual, single-channel survey execution to a fully integrated multi-channel survey execution system, the company has chosen ITApps' Real Time Survey System to provide automated survey solutions for their Contact Center to employ event driven surveys, to increase the frequency and consistency in which highly valued criteria such as quality and speed of service, are measured. Implemented in 3 languages (Bahasa Malaysia, English, and Mandarin) across Inbound & Outbound Voice, Email, Web, and SMS channels, Real Time Survey System has become a mechanism that is used to bring the company closer to its customers. The system provides a standalone user-friendly survey configuration tool that enables dynamic and business driven questions to be constructed. This feature allows the company to ask and capture personalized questions and answers from its customers, which later are used to better understand current customer attitudes and preferences regarding the products and services offered. It provides the company an opportunity to make customer-focused marketing decisions about current and future product and service offerings and capitalizes on personalized marketing opportunities to create greater customer loyalty, increased customer value, and optimize customer acceptances of tailored offers.

The System integrates with existing customer data from the company's CRM, enabling in depth results and analysis in identifying areas for improvement and new opportunities across a single platform. For example, an automated outbound call can be made to a customer whom has just spoken to the Customer Care Consultant to invite the customer to participate in a survey that is mainly focusing on the purpose the last call made. This has created a real-time experience-sharing from customers at every touch point. Because of its full automation, customers are more willing to participate where their feedback is more sincere with assured confidentiality. Three weeks after the system implementation, results from the statistics have shown that total participation rate has increased 3 times more than in the past when survey participation was manually invited by Customer Care Consultants.



Real-time Survey Results & Analysis

Not only the survey execution is easy, the survey results can be stored and retrieved instantly. The company's Real Time Survey System integrates with SQL database to provide on-demand and in near real-time web portal for intelligence analysis. The web portal provides a holistic view of statistical information in form of dashboards. Dashboards provide managers with selected metrics, known as Customer Service Index (CSI), that measure the performance of various business operations. These metrics alert the business user to a business condition requiring attention. With the CSI margin targeted at certain threshold, the company's management knows instantly whether its customer service level is meeting the customers'. Strategic decisions such as training and development program can be developed to coach those whom have not scored well in the reports, with the objective to bring every consultant up to standard.

These dashboards can be drilled down to a few levels of details with multi-dimensional reports. For example, from a total of 40% successful survey participation, finding out how many % of them are Prepaid, Postpaid or Others customers, is just a mouse click away. These markets can be drilled down further to identify their demographic background such as age group, gender, etc, in multi-dimensional cubes, which could be used as market analysis for future product offerings.

Not forgetting the standard reports, the company has the choice to develop their own static reports by dragging and dropping the desired fields in Crystal Report. They can also choose to export them to other formats that can be used in corporate presentations and meetings.

Summary

ITApps' Real Time Survey System enables the company to setup and run randomized survey campaigns across phone, web, e-mail and SMS. It allows the company to easily develop questions, scripts and sampling strategies for surveys that can be readily implemented. Its open database platform integrates with Crystal Enterprise to provide real-time data analysis in dashboards with drill down capabilities and multi-dimensional cubes that are able to relate survey results with customer information.

The system helps the company determine drivers of overall satisfaction, customer preferences with respect to new products, processes and services, and customers' intention to remain loyal. Gathering good customer feedback can enable other opportunities including a personalized set of up-sell services or products that can benefit the end customer. In conclusion, obtaining customer feedback in a timely and useable format, helps ensure that a business is meeting and hopefully exceeding customer expectations, hence gives insight on where changes should be made to increase satisfaction and overall success!

"The results are astonishing. The number of respondents went from 600/week to 2100/week since the Real Time Survey System is implemented. I am pleased to be able to measure my departmental CSI that could help me to identify areas of opportunities and room for improvement", says the Head of the mobile communications company's Marketing Department.

