

IMPROVEMENT
& AVOIDANCE

VOICE OF CUSTOMER

Listening and understanding the needs
and demands of your customers

Nobody in your company finds out more about your customers' current concerns and interests than your customer support representatives. Far too often, this extremely valuable information remains untapped. Voice of Customer enables you to explore this knowledge in order to continuously improve your services and products.

When customer support representatives sort out a customer's concern, they regularly record what the customer contacted them about – for example, whether it related to a contract amendment or a bill. However, they don't record what actually prompted the contact. Maybe the question about the bill would not have arisen in the first place, if certain items had been broken down in more detail. Maybe the customer could have amended the contract online if the relevant information would have been presented more clearly on the company's website. Voice of Customer (VoC) not only analyzes customer contacts with regard to the topics discussed, but also filters the reasons that necessitated the call.

Our solution also offers a better overview of customer issues than conventional contact coding. VoC portrays the issues more detailed and helps to select the best channel for a response. Some issues are best discussed over the phone, while others can be resolved better through self-services, chats or video interaction. VoC helps you to better understand your customers' concerns and to integrate these findings into the design of the customer journey. ↘

VOICE OF CUSTOMER

- ◎ Customer support representatives as problem scouts
- ◎ More intelligent topic breakdown, compared to conventional contact coding
- ◎ Comprehensive analysis of the reasons why customers contact you
- ◎ Lower service costs and higher customer satisfaction
- ◎ Flexible IT system, easy to integrate
- ◎ Specially trained customer support representatives
- ◎ Provides valuable information for product development

A single error message on the company website can result in several thousand calls to the service center. VoC allows you to reliably pinpoint the problem areas and to systematically unlock considerable optimization potential.

Recognizing problems, decreasing costs

Initially, the precise decoding of the issues is paramount for our VoC projects. It is not uncommon that this leads to several hundred individual issues. This is why flexible presentation options and intelligent topic classification ensure that the system is well-structured and easy to use. We then systematically record the product and service problems that prompted your customers to personally contact customer support. We analyze these triggers in terms of their implications for your company and for your customers' satisfaction, offering initial suggestions for possible solutions. With the support of our IT solution, we record both topic frequency and the reasons for the contact. This enables us to tell you exactly which customer journey issues cause the highest customer service costs.

VoC's second vital resource, besides the flexible and easy-to-integrate IT system, is our coaching and analysis team. The team supervises each process step live and provides support and coaching for the customer service representatives as they carry out their demanding tasks. We provide specialized training on how to record contact issues and triggers, and we have comprehensive feedback mechanisms in place. This helps us ensure a high quality standard of the recorded data and boosts the motivation of the support staff.

Customer benefit

VoC enables to flag the service costs of individual customer problems and in the process to gain a better understanding of your customers' concerns. Consequently, the results obtained provide a solid basis for process optimizations and service improvements. VoC thus contributes to the ongoing improvement of the product experience and of customer satisfaction, while also reducing the cost of customer support.

OUR EXPERTISE, YOUR BENEFITS

- ◎ More comprehensive knowledge of issues: VoC makes it possible to break down the structure of customer support issues in an intelligent way that goes beyond conventional contact coding
- ◎ Problem identification: The problems customers experience with your products or services that prompted them to contact you are systematically recorded
- ◎ Cost reduction: Solving product or service issues or errors in the design of the customer journey makes it possible to reduce the volume of calls to customer support

Any further questions? Please get in touch with us.

Arvato CRM Solutions ◎ Phone: +49 5241 80-43600 ◎ E-Mail: crm@arvato.com

We build on technology and profound experience to create a differentiated experience for your customers and greater trust for you. But most important for your success are our 45,000 employees, who make sure that customers are satisfied at more than 100 sites in 27 countries and in 35 languages.

Driven by technology. Differentiated by experience. Powered by people.