



Micro Case Study

Digital

**COMPLAINTS DOWN 30% AFTER CUSTOMER
EXPERIENCE IDENTIFIES IMPROVEMENTS TO
DIGITAL CHANNELS**

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Key Results

21% increase in CSAT

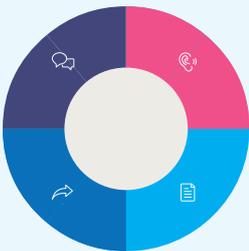
Over 40,000 subscribers on YouTube channel

19% reduction in churn



Company spotlight

8 million customers
6,000+ employees
5 contact centers
300 retail stores
No.2 for Customer Service Satisfaction Rating



Challenge

Customers found this company's digital customer experience poor and unfriendly. They could not find answers for what they considered to be simple problems, nor could they easily share their complaints with the company conveniently. Customers were resorting to calling the contact center or coming into a retail location to speak with someone directly to get help.

Solution

With their real-time VOC Program powered by ResponseTek, the company receives 100,000 feedback responses from customers a month. Using text analytics in the Listening Platform, the company analyzed their customer comments and identified key topics that were causing customer dissatisfaction. As most customers go online first to get help, the company decided to leverage its website as the most accessible place to provide answers to these questions and troubleshooting tips for customers. They focused their improvements in two areas:

- Enhancements to the website's Support and Complaint pages. The Support page was split up into specific categories to make answers easier and clearer to find, and an entire webpage is now dedicated to submitting complaints (this was previously lost among other topics on the Support page). Content on the Support pages now reflects the common topics and questions identified and their respective answers.
- Introduced how-to videos to answer common questions. The company made getting answers easy, engaging, and convenient for their predominantly tech savvy customer base using short videos. Videos are specific to each product the company sell, and range from demos on product use to troubleshooting, each with an objective to answer a common customer question.

Results

The website channel has become an important self-serve tool for customers. Since implementing their VOC Program, the company's quarterly complaints have been reduced by 30%. With fewer complaints, the company's CSAT has also seen a 21% increase. A higher CSAT implies happier customers which have contributed to a 19% reduction in churn.