



Micro Case Study

Contact Center

**CONTACT CENTER SAVES NEARLY 17,000
CUSTOMERS IN 12 MONTHS USING
CLOSED LOOP FEEDBACK**

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Key Results

1.15M feedback surveys completed annually on 2,000 contact center agents

80,500 'at-risk' customers were identified with poor CSAT results

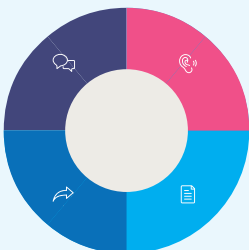
60% of these 'at-risk' customers opted in to be called back

48,300 call backs completed within 48 hours of survey completion



Company spotlight

2000 call center agents
12 million customer connections
\$10 billion in annual revenue



Challenge

Due to the sheer volume of customer interactions for billing & support issues, this client started in the contact center to reverse the trend of poor customer satisfaction. Prior to implementing the ResponseTek Listening Platform, the contact center had no ability to take action on the feedback that was being received on its agents.

Solution

ResponseTek enabled closed loop feedback providing an automated & scalable solution for the contact center to flag which customers should receive a personalized call from a team leader based on their CSAT scores. When a customer gave poor scores on important feedback questions, they would be automatically asked if they would like a call-back from a team leader. Mapping to the client's organizational hierarchy, an alert is pushed to the appropriate team leader and logged for immediate follow-up. The Listening Platform can be configured with business rules to identify which customers (e.g. high value) and quantity of call-backs are completed based on internal resource requirements.

Results

As a result of implementing ResponseTek's closed loop feedback protocol, the client achieved the following business results:

- 35% improvement in Likelihood to Renew as a result of the call-back from a team leader
- 16,905 'at-risk' customers saved
- Nearly £10.1M in revenue retained

The company's improvement continues, 36 months after implementation, they have achieved a churn rate that is 66% lower than the industry average. Furthermore, they have the lowest customer complaints in the industry, with the nearest competitor having 10x their complaint volumes.

What is Closed Loop Feedback?

An automated, real-time solution that triggers an alert for a potential call back, when a customer indicates a poor customer experience on a feedback survey.