



CASE STUDY

QA Drives Improvements in CSAT, Sales, and NPS



The client is one of the world's largest designers and producers of thermal imaging cameras and imaging sensors. The company sells its products through brick and mortar retail as well as online channels. Technical sales involve deep product knowledge and a lengthy consultative approach.

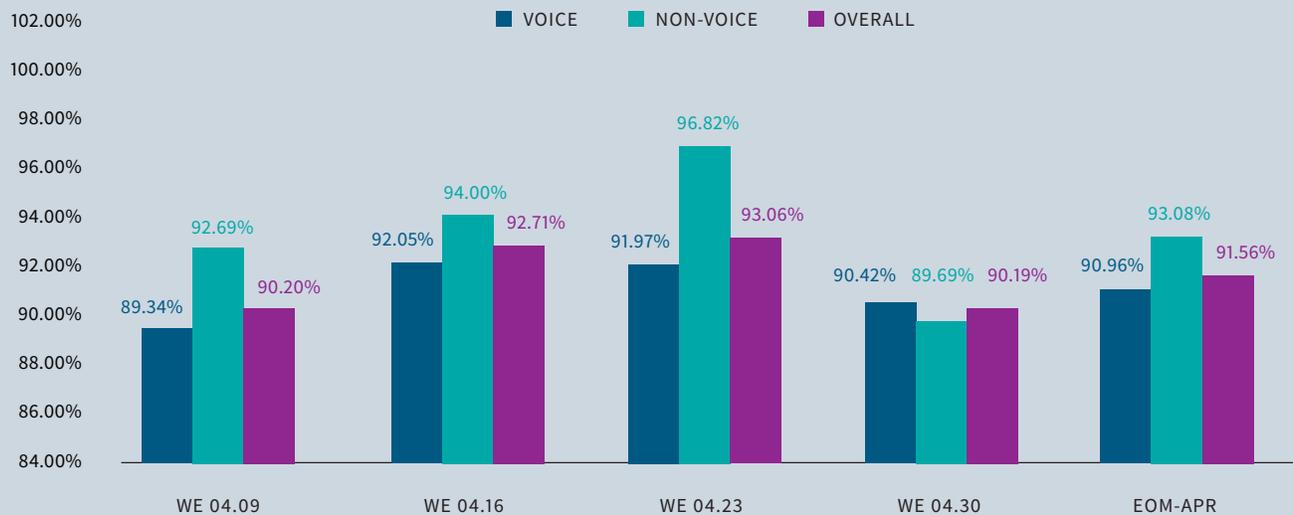
CHALLENGE

The client struggled with customer satisfaction and as a result experienced low Net Promoter Scores. Survey research indicated that 9 out of 10 customers said their issue was not resolved on the call (60% reported that issues were not resolved due to processes), trouble tickets were closed without resolution, and nine out of 10 said the company did not make it easy to do business. Furthermore, seven out of 10 customers said they would not recommend the client's products to a friend. In early 2015, the client called upon Inspiro to provide inbound customer care, tech support, and sales in English, Mandarin and Japanese. Inspiro located the engagement at a facility in Metro Manila, Philippines.

SOLUTION

Inspiro's QA team, deploying a Lean Six Sigma methodology, approached these low CSAT and NPS numbers as actionable data. Substantial opportunities existed to make lasting impacts on customer satisfaction while increasing sales. The team divided the survey results into two sets of opportunities. Customer service opportunities included responding appropriately, acknowledging customer's concern, assuring the customer that the agent was able to help, capturing the customer's comments into the database, and taking ownership.

CE SCORES (EOM APRIL 2016)



For more information on how Inspiro can add value to your business processes, please contact:

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Similarly, sales opportunities included responding appropriately, acknowledging customer's concern, assuring the customer that the agent was able to help, and showing empathy. Sales calls have the added component of looking up products on a website, which degraded customer satisfaction. Measures were put into place to increase agent product knowledge, coach and counsel on empathy and taking ownership, and streamline order administration.

RESULT

Over the course of a year, CSAT scores climbed steadily. On a scale of 100, CSAT scores for voice (customer service, sales, escalation, and tech support) increased from 83% to an average of 94%, and in some months reached 100%. CSAT scores for email improved from 90% to 94.6%. CSAT scores for chat also improved, from a low of 85% to reaching 100%.

ABOUT INSPIRO

Inspiro is a pioneering leader in global customer experience management. We blend tech-savvy and a people-centric approach to deliver multi-lingual, omni-channel solutions covering the full customer engagement lifecycle from acquisition, to retention and on to enhancement. We have over 12,000 customer champions in 35 global strategic locations serving some of the world's best-known companies across various industries including media, telecommunications, travel and hospitality, financial services, utility, healthcare, retail, and e-commerce.

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