



How well do you listen to the voice of your customer?

▶ The 'moment of truth' in customer service

In recent years, mature companies with far flung network of frontline sales staff – banks, retailers, airlines, telecom providers, healthcare for example, have devoted a great deal of money and effort to retaining their current customers. However, traditional loyalty programs, customer relationship management (CRM) technology, and in general service quality improvements fall short of expanding the breadth and depth of customer relationships and on translating the resulting loyalty into higher sales as well as a healthier bottom line.

So, how do you create a spark between the customer and front line staff that helps transform skeptical people into strong and committed brand followers?

The answer lies in measuring the quality of service at the 'moment of truth' i.e. the exact moment when your staff interacts with a customer who has lost a credit card, complained about a cancelled flight or is dissatisfied with your service.

Customer Feedback Systems (CFS) is an international best practice that helps an organization to put in place a continuous customer feedback monitoring process. It has a unique electronic device, which provides actionable, real-time feedback collected the moment your customer experiences your service. Now, at a touch of a button, your customers can tell you in a matter of seconds exactly what they thought of your service. CFS enables to quantify customer service thereby creating a measurement system to uniformly raise customer service levels to ultimately meet the set benchmark.

▶ The Five-Step Process



Customer Feedback Device

- 1 The customer provides feedback
- 2 The information is fed back to CFS
- 3 The information is consolidated
- 4 Reports are produced and emailed
- 5 Insight can be used on a tactical basis

▶ The CFS Advantage

- ▶ Actionable business intelligence reporting
- ▶ Real-time feedback on customer perceptions
- ▶ Feedback on specific employees
- ▶ Quick and easy for customers to use
- ▶ High response volumes
- ▶ Simple to implement



"We have been looking for a value for money source of Customer Feedback for some time. The CFS system has given us this. Using the reports provided we have been able in just a matter of weeks, to drive noticeable improvements in customer service as well as identify issues within our operation that were not obvious to us."
- Marks and Spencer, United Kingdom

Business Benefits

CFS offers a number of tangible benefits by addressing common problems such as:

- ▶ Q. I conduct surveys on a quarterly basis but still cannot implement immediate actionable initiatives to raise the quality of customer service.
A. CFS provides daily, weekly and monthly feedback, enabling you to continuously feel the pulse of customers and therefore allowing you to take immediate corrective steps to address service issues
- ▶ Q. The customers who answer questions often do so weeks or months after they have experienced our service and hence their response may be skewed
A. The CFS device is placed at every service counter to enable customers to give immediate feedback at “the moment of truth”. Organizations can therefore understand the true perceptions that customers have about the service.
- ▶ Q. The paper and e-mail based surveys generate only about 2% responses of the total sample size
A. The CFS devices are simple to use and generate on an average at least 20% responses from the total customer footfall on a daily basis.
- ▶ Q. The reports that I receive are complicated with a lot of information and it is difficult to arrive at conclusions that will help in rewarding the top customer service executives and promote good branch managers
A. The weekly and monthly reports are easy to read and understand because they are automatically collated, analyzed and presented. They show comparative data, which help you identify top performers and slow movers. The reports display other relevant information that provides an insight into problem areas requiring immediate attention
- ▶ Q. We have not been able to get customer feedback from every transaction point at all times and therefore have access only to data pertaining to extreme situations of the best and worst customer service.
A. The CFS devices are small in size and can be kept at every service counter throughout the day so that every customer has an opportunity to give feedback. The organization can get customer feedback uniformly across all transaction points and hence has a more detailed view of customer experience.
- ▶ Q. The reports that I read do not show how many of my customers are loyal to me and we do not have enough information on the basis of which we can increase the number of loyal customers.
A. The CFS device has one question “Will you recommend us to your friends and relatives”. The answers to this question are used in a formula that calculates the Net promoter Score (NPS), that tells how loyal your customers are. The NPS is a worldwide concept used by many organizations and allows you to benchmark against the best.

About CFS

CFS is a global provider of Technology-driven Service Level Improvement Programs for financial institutions, retailers and other service focused industries.

Clients:

- ▶ State Bank of India
- ▶ HDFC Bank
- ▶ Citibank
- ▶ HSBC Malaysia
- ▶ BMW
- ▶ South African Airways
- ▶ Malaysian Airlines
- ▶ Air France
- ▶ Marks & Spencer
- ▶ Jaslok Hospital
- ▶ Afrox Healthcare
- ▶ American Hospital



“The CFS system is one of the better things implemented in our branches. It has made the staff more aware of their level of service. It has created team spirit & competition amongst the tellers and enquiry staff...they can't wait to get the results from the previous day, to see who was the winner of the day (and the same for the branch managers...). I can measure myself against the other branches in the area. Its an excellent measurement tool for management, for establishing the quality of service in the branch.”
- Nedbank, South Africa

“The feedback is invaluable. They [customers] are responding while shopping; it's not retrospective and the currency of the information tells us exactly where we can improve. The system uncovered certain patterns of customer dissatisfaction at specific times of the day.”

- Robinsons, Singapore



About Nihilent

Nihilent is an ISO 9001:2000 and SEISM CMMI[®] Level 5 certified global business consulting and solutions integration company. As a leader in the area of learning, innovation and knowledge management with our patented change management framework MC³TM, Nihilent's Enterprise Transformation Practice partners with clients in successfully translating business strategies into business results.

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