



Boosting Customer Loyalty Using NPS Analytics





Business Challenge

The client approached MattsenKumar to study their NPS and highlight improvement opportunities to impact their customer experience and loyalty outputs.

Project Objective

Net Promoter Score (NPS) is a wildly popular tool for assessing a consumer's likelihood to recommend a company's product or service. The score is the heart of a Net Promoter System, but one cannot take action without knowing the reason why a consumer rates it as "likely to recommend" or "unlikely to recommend".

Customer Profile

A diversified public North American communications and media company operating primarily in the field of wireless communications, cable television, telephone, and internet connectivity.

Industry: Telecom

Annual Revenue: Approximately \$13.2 Billion



9.4 Points

NPS Improvement in
Consumer Support Campaign



12.1 Points

NPS Improvement in
Technical Support Campaign



9

Months for Project
Completion

Goals of the Study

- Understand the key drivers for the detractors.
- Determine the significance of customer experience factors driven by Service Offerings and Agent Behavior.

Our Approach

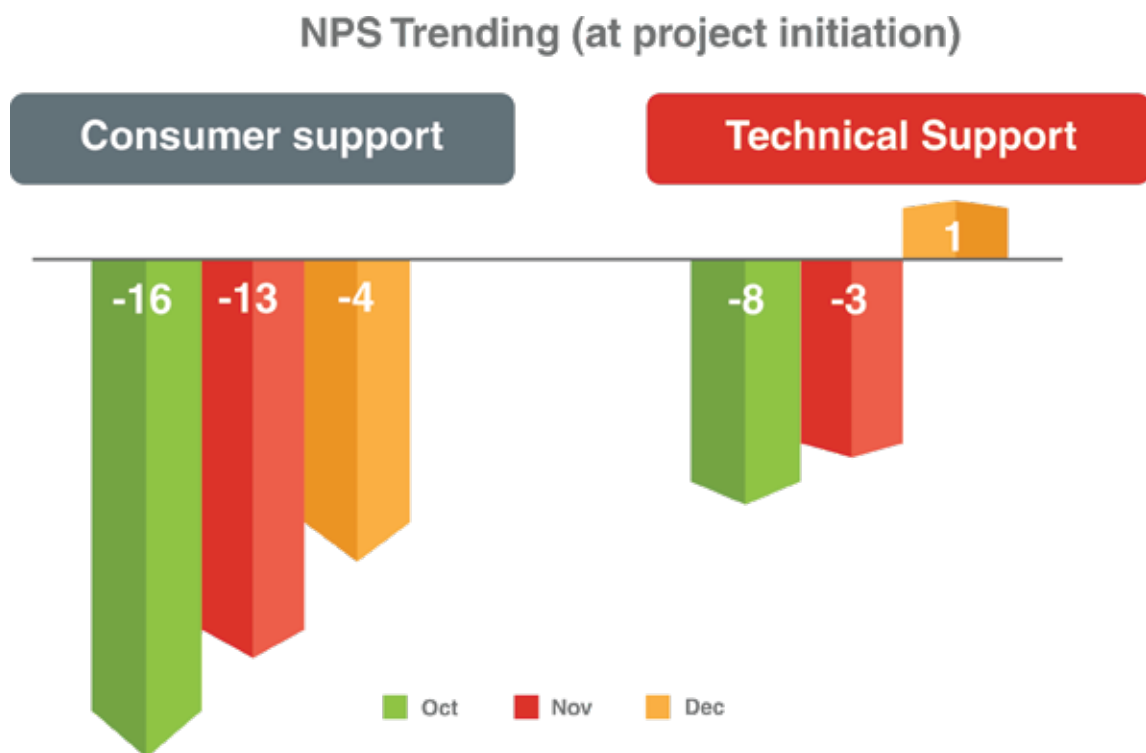
Our findings and recommendations were based on:

- Over 8000 surveys were studied and nearly 250 survey calls were analyzed by our team to investigate agent behavior and link the drivers to promoters and detractors,
- Using regression analysis, the consumer satisfaction factors were examined to identify top drivers for consumer satisfaction and dissatisfaction.



Findings

With the help of Key Driver Analysis, our team focused on those consumers who were dissatisfied with the quality of service. Month on month trending on NPS for Consumer vs Technical support calls showed negative NPS scores for the client.



Top issues were further analyzed and findings were reported on 'Consumer' and 'Technical Support' campaigns.

On the Consumer Support campaign 'Billing Issues' were the primary opportunities with key issues being:

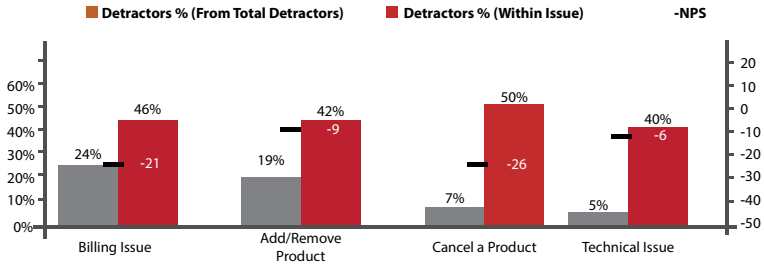
- Unresolved billing,
- Bills not reflecting recent changes,
- Credits were not applied as promised.

On the Technical Support campaign, 'TV' product drove most negative customer experiences. We heard customers having issues with:

- Limited access to channels
- Video recorder not working
- Black screen

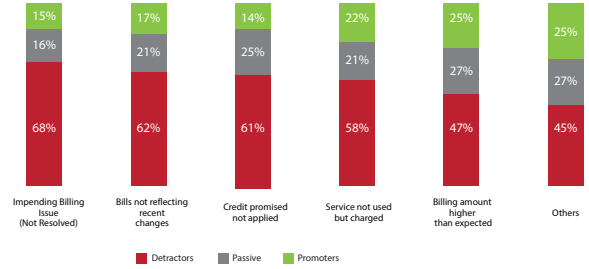


Consumer - What issues should we focus on?

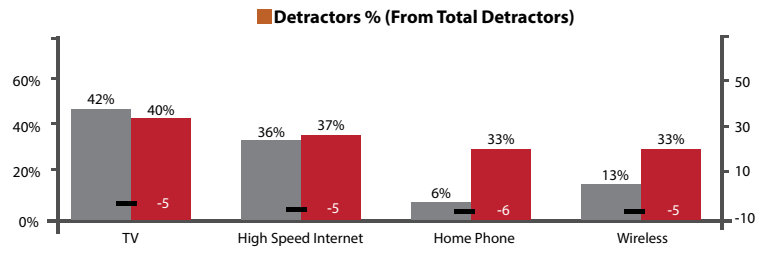


Billing Issue

(What is making the customer unhappy)

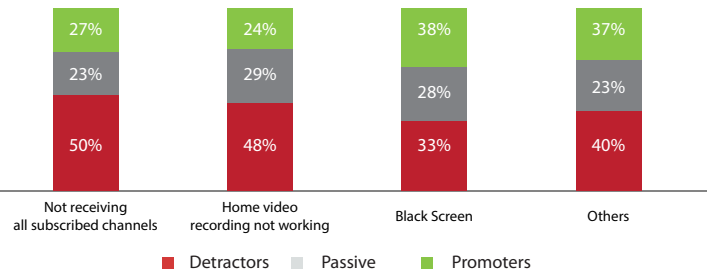


Technical - What product should we focus on?



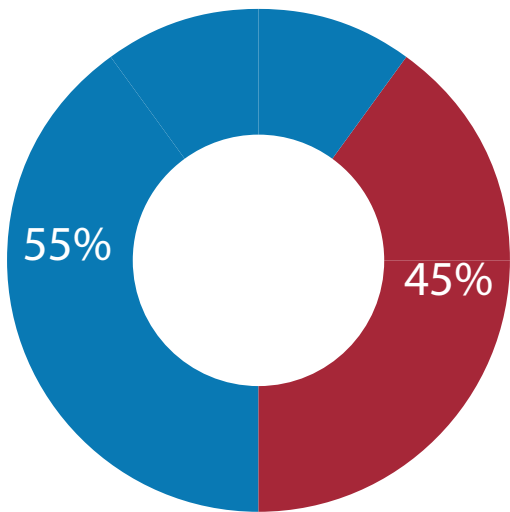
TV Service Issues

(What is making the customer unhappy)

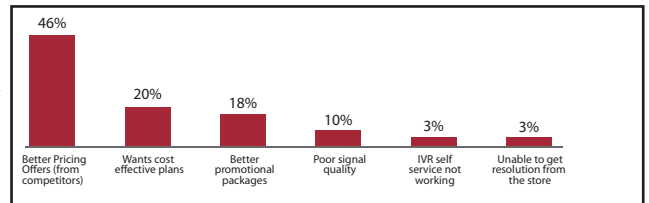


Also, 55% of the opportunities were related to agent behavior due to illegitimate hold and transfers.

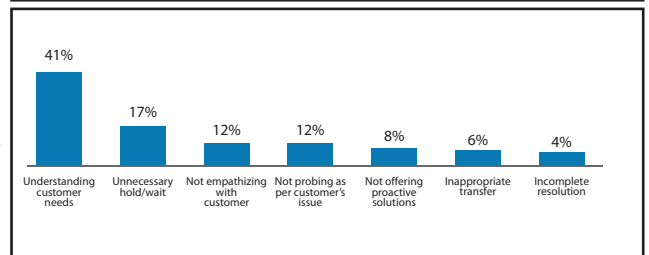
Types of Opportunities (Based On A Sample of Detractors)



BUSINESS LEVEL OPPORTUNITY

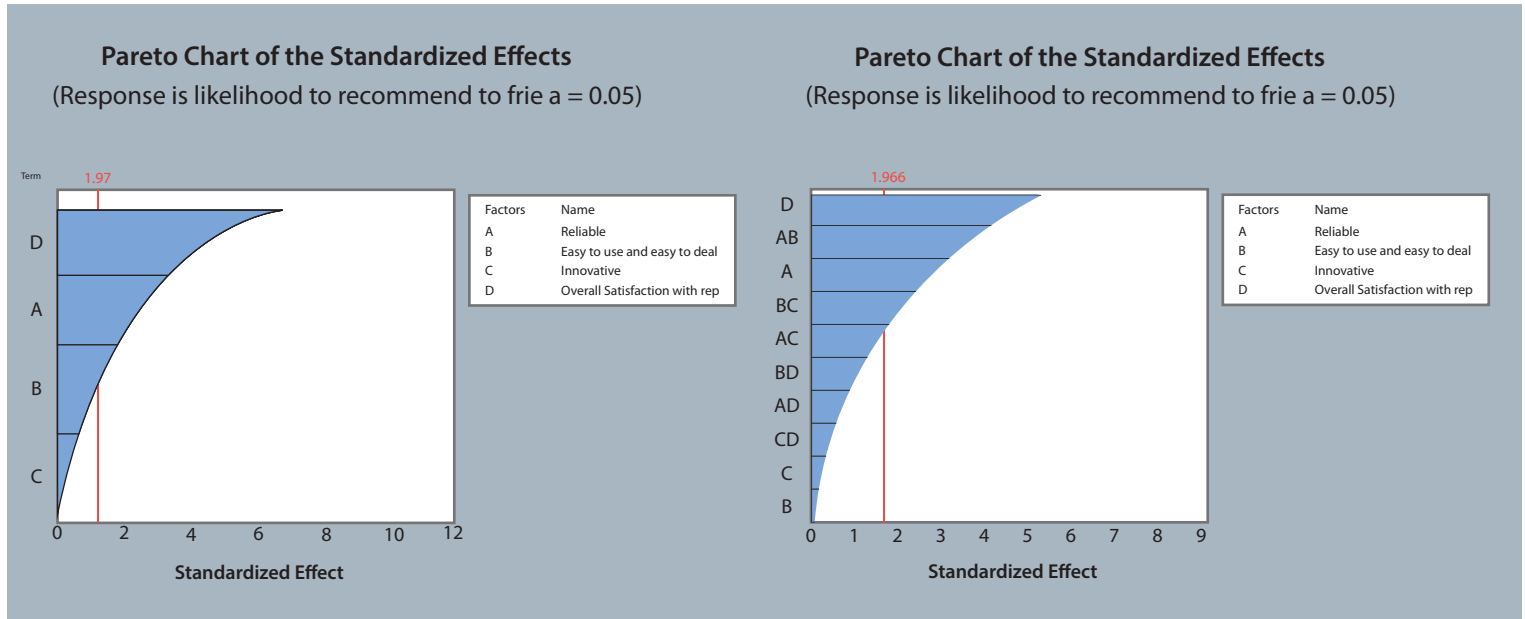


AGENT LEVEL OPPORTUNITY





Our further analysis showed that offering 'Innovative Products and Services' is not a significant driver of customer experience when it is offered alone, but it is significant when combined with 'Ease of Use' and 'Reliable'.



We demonstrated that it was important for the agents to communicate the timeline for resolution along with accurately understanding the consumer's need above other factors.

Results

Our analysis helped our customer get a deeper insight into the "actual" critical aspects impacting customer experience & loyalty. Considering the above results, it appeared that "customer efforts" was an important aspect that needed to be tied to the survey responses and was our recommendation for inclusion in the survey form. This enabled the client to focus on business opportunities while improving on agent's opportunities at an organization level. Through combined efforts, our client experienced an improvement of 9.4 points in Consumer Support Campaign and 12.1 points in Technical Support campaign was observed after 9 months of project completion.



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