

Customer Relationship
METRICS® 

EQM

MORE THAN JUST SURVEYSSM

Survey Pain Relief: Overcoming Survey Frustration and Failures

External Quality Monitoring

www.Metrics.net

Agenda

- Social Sciences
- Surveying > EQM
- Goals and Objectives of Surveying
- 4 Keys to Maximum ROI
- Rally Cry
- Q & A

The **social sciences** comprise academic disciplines concerned with the study of the social life of human groups and individuals...

Source: Wikipedia

Attitudinal Organizational Commitment (AOC)

...motivation is dependent on accountability. If accountability is low, they are motivated to pursue their personal interests even at the expense of the group's standing.

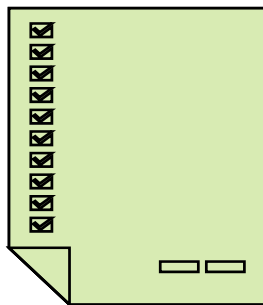
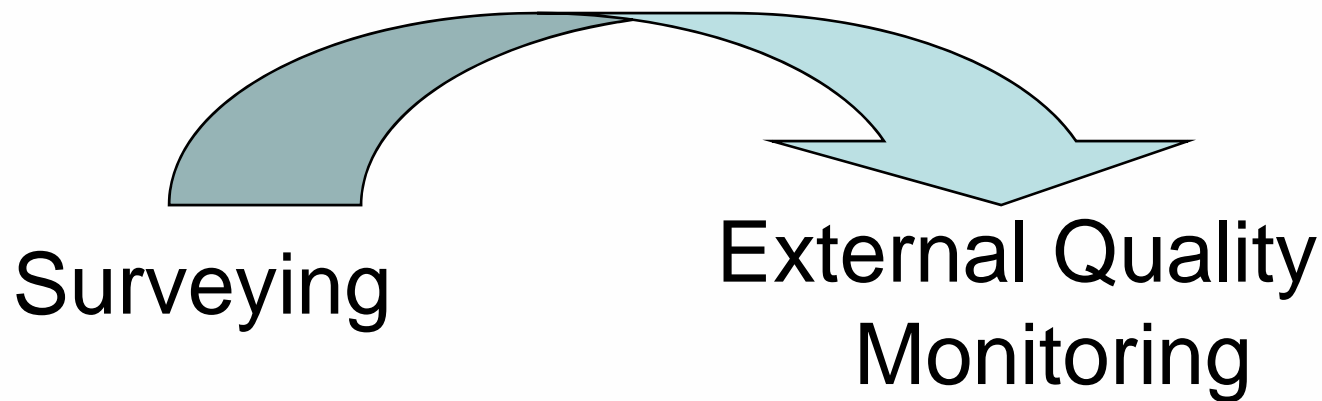
Barreto and Ellemers (2000)



PEOPLEPOWER

The difference between success and failure lies within your people.

The CC Research Goal



Goals and Objectives

- “To find out what customers think about us”
- “Customer satisfaction results”
- “To see how we are doing”
- “To identify areas of opportunity”
- “How to satisfy customers”

Goals and Objectives

- “To find out what customers think about us”
- “Customer satisfaction results”
- “To see how we are doing”
- “To identify areas of opportunity”
- “How to serve customers”

Link to strategic goals and objectives!

- Increased revenues or profitability
- Faster time to market
- Decreased costs
- Improved operational efficiency
- Integrating operations globally
- Revitalizing the organization
- Enhancing customer loyalty
- Increased market share
- Decreased employee turnover
- Improved customer retention levels
- Increased competitive differentiation
- Faster response time
- Decreased operational expenses
- Increased sales per customer
- Improved asset utilization
- Faster collections
- Reduced cost of goods sold
- Minimized risk...
- Additional revenue streams
- Increased market share
- Improved time-to-profitability
- Reduced direct labor costs
- Reduced regulatory expenses
- Increased shareholder value
- _____
- _____
- _____
- _____

Result of not linking



Four Keys to Maximum ROI for Contact Center Surveying

Survey Calibration before Report Cards

- Survey scale errors corrected
- Agent assignment errors corrected
- Vulgar comments censored
- Science and Law require SC

Real-time is Recommended

- Immediate alerts from dissatisfied
- Immediate alerts from FCR failure
- Eliminates errors from delayed surveys
- Supported by Scientific Studies

Report To Agent level

- Agent level maximizes ROI
- Combine with call Monitoring for 360° view...360QM
- Customers comments on individuals have more meaning

Robust Survey Instrument

- Collect scores and comments
- Measure multiple concepts
- First Contact Resolution battery
- Branching for detail

Myths Using Automated Voice for Surveys

1. Surveying (by itself) creates commitment to change
2. Surveying is a technology solution
3. Only angry people participate
4. People do not like IVR...won't take it
5. Keep it very short
6. Companies selling survey services and products are skilled in scientific research
7. One comment at end is all you need
8. "Transfer" upset customers to supervisors
9. Any survey is a good survey
10. 1-5 scale is best

EQM Extended to the Enterprise

"Enterprise Rally Cry"



Enables contact centers to benchmark and deliver against corporate priorities

Aligns activities, enables sharing of critical information and builds cooperation across departments and partners

Highlights competitive challenges from the customer perspective, by product, by service, and highlights at-risk areas

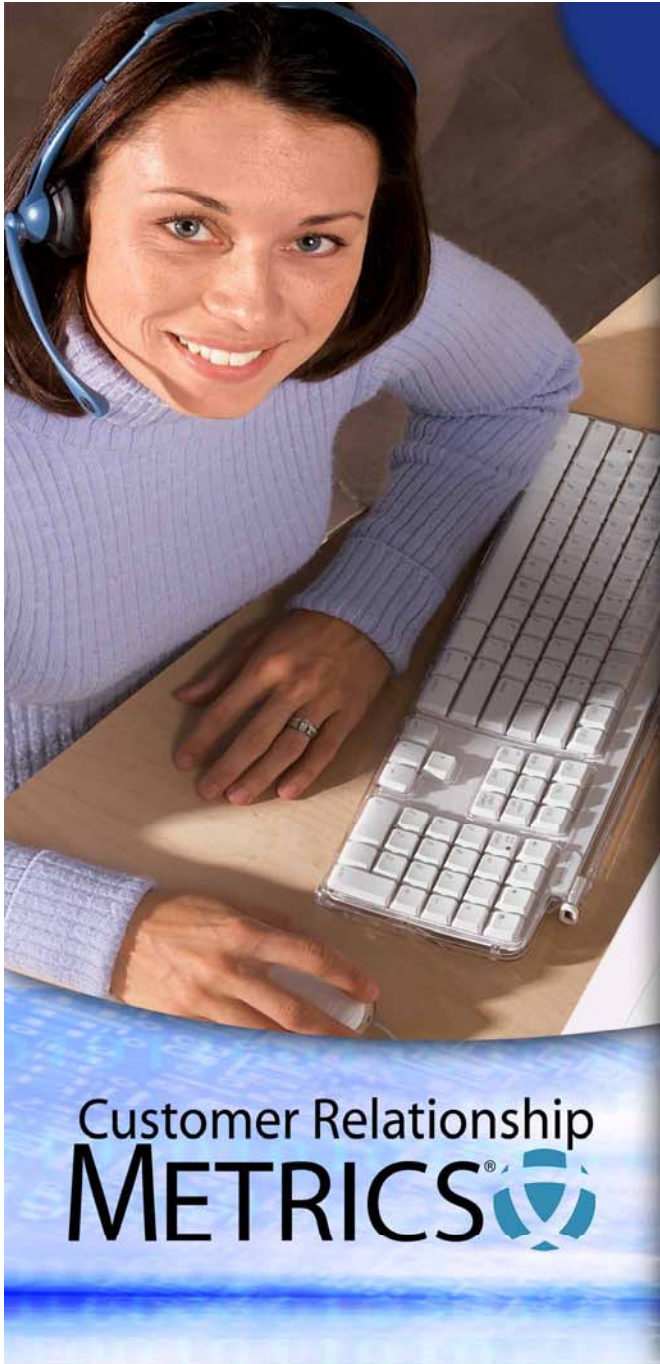
Quantifies, reports and provides context for contact center contributions to the bottom line

Captures and quantifies the impact of the customer experience with the company, product, agent, etc



RALLY CRY

Generated when people share a group goal in an exuberant and infectious manner.



Customer Relationship
METRICS 

EQM

MORE THAN JUST SURVEYSSM

White Papers and Research
<http://www.metrics.net>
Resources

Jim Rembach
Jim.Rembach@Metrics.net
336-288-8226

External Quality Monitoring

www.Metrics.net