

Overview of 'Real Time Customer Feedback' Workshop – 18th March 2010

Written by Rebecca Mingay

For years the ability to obtain real time customer feedback has been a dream for many businesses. This dream can now become reality thanks to a new strategic partnership between leading customer experience consultants the [ICD Partnership](#) and technical gurus [ServiceTick](#).

The unique range of services offered by these companies were unveiled at a recent workshop held in Edinburgh that was attended by a wide array of recognised businesses, including SEPA, Apex Hotels, Lombard, Volkswagen, Gleneagles Hotel, Prudential and Scottish Life.

The ICD Partnership take pride in helping clients to design and implement the correct architecture required to implement a successful customer experience strategy. Whilst ServiceTick have pioneered innovative real time customer measurement tools for use on and offline.

Pressures on business...

There is currently a lot of pressure on businesses to provide positive customer experiences, including pressure resulting from rules and regulations, such as TCF and Best Value, which are often written due to something not being done well in the first instance; accreditations, for which there is immense pressure to acquire and sustain; and charters and promises, which appear on most office walls, however are often not fulfilled.

Businesses are now operating across a fantastic array of channels, which customers regularly jump between. This can create pressure on businesses as customers have different expectations for different channels and thus each channel often requires a different treatment.

For years customers used to invest their trust solely in corporate marketing literature; however they now look further a field in their search for information and feedback. Often turning to the web and in particular social sites, this has led to huge opportunities for advocacy but also for the sharing of negative comments, which can be seen by the World in seconds e.g. Trip Advisor, Facebook, Twitter.

These pressures have helped to motivate businesses to engage with customers, try to understand their behaviour and enhance their overall experience.

Other key motivations for exploring real time feedback, which were highlighted at the ICD and ServiceTick workshop included: the need for enhanced reporting on customer experience; wanting to know more about customers, how they think and behave; identifying new ways of gathering customer insight; looking at improving existing frameworks; pragmatic ways of getting feedback; gathering actionable feedback; finding out what matters to customers.

Challenges facing businesses...

There seems to be common themes in the challenges modern day businesses are facing in relation to customer experiences.

At the recent workshop discussions centred around the following key challenges: understanding different priorities of segments; hearing what customers are really saying – not what has been filtered to staff using the businesses language; gathering information from customers who don't use their voice; managing consistency across the brand; managing and maintaining a consistent experience across channels and third parties; understanding expectations of different segments; balancing experience delivery with profitability; managing retention; and understanding the diversity of requirements for direct customers and stakeholders.

Another key challenge commonly faced by businesses is the speed at which they can capture their customer's feedback. Time delays can dramatically change responses, with issues often being exaggerated or reduced. This is where ServiceTick real time solutions can be extremely valuable in either the collection of specific feedback or sales optimisation.

ServiceTick Real Time Feedback Solutions...

ServiceTick have pioneered solutions that capture customer responses when they matter the most... when they are on the receiving end of an experience.

Their system is the only product of this kind that is capable of covering all channels and thus tracking a customer's entire journey. The system is bespoke, ensuring that it meets individual client needs efficiently and is proven to be successful at increasing loyalty, conversion rates and number of rescued sales.

There are no barriers to the implementation of this system. It is designed to be easily implemented within existing IT systems and has no hardware requirements. As a result most systems are installed within days and with minimum interference.

In addition, the system is also very cost-effective as it is provided on a pay as you go basis and no license fee is required.

IVR Survey...

One key application of the ServiceTick system is IVR surveys, which can be used both on and offline. These are commonly used within call centre environments. Call agents ask callers if they would like to participate in a survey at the end of the call and if the answer is yes, they are automatically transferred to the automated survey. Research has shown that callers are willing to answer questions for 2 – 4 minutes. The survey can ask an unlimited number of questions, which combine keypad responses and verbatim responses, which are then recorded on an online console.

It is imperative that the correct questions are asked to the right customer segments, which is where ICD's experience and expertise can be of immense value.

A bank of questions is designed and each survey will randomly select a question from each category within the bank, to ensure a comprehensive picture is generated. Key words can be identified and once said by a customer, an alert will be sent to identified personnel e.g. unhappy. These alerts will trigger an agreed action e.g. call the customer back to discuss their comments further. The verbatim section of IVR surveys is not limited to a certain number of words and is generally very good at penetrating accents. The sophisticated system even eliminates 'ums' and 'ahs' from verbatim reporting.

This system enables the 'service measure' to be present once again, monitoring real time KPIs and staff performance. Results are often used to create league tables, which naturally induce increased performance levels whilst providing a rich picture of what constitutes good behaviour in the eyes of the customers. The generation of call agent statistics also ensures that they aren't cherry picking good customers for surveys, to create better personal results.

It is possible to place verbatim text on corporate websites, which can counteract the effects of any negative comments on the web e.g. Trip Advisor, this also helps boost search engine rankings as it will be viewed as an independent review.

Online surveys can also be introduced. Pop-under surveys are in the background so are not intrusive and thus generate a good response. Pop-under surveys appear after a web browser has been closed, so do not stop or delay the customer doing what they wish online e.g. browse obtain a quote or make a purchase. Such surveys can be branded as required by the client and can be changed depending upon the customers behaviour e.g. browsing or buying.

This is an extremely flexible system that can evolve; it only takes 10 – 15 minutes to implement a new survey. However it is vital that clarity is sought at every stage of the project, to ensure rich data.

IVR surveys can also be aligned to free phone numbers, enabling customers to call and complete a survey on their own accord e.g. in an airport lounge.

With the internet continuing to be one of the main channels used by customers, ServiceTick also offers clients an innovative system for monitoring customers' online experiences.

SessionCam...

SessionCam monitors an entire online journey and identifies specific events as they happen, such as customers falling away from the site, fraudulent manipulation of data, technical errors and areas of difficulty. Alerts are sent to specified personnel who can then follow up the experience with a phone call or email depending upon the priority of the customer. Phone calls that are presented as being a customer care call can naturally lead onto being a sales call and have proven conversion rates of 15 – 30%.

SessionCam records journeys in real time, capturing information as it is input. It is proven to help optimise web performance and is great for enabling clients to view their customers in their own space and time, rather than basing actions on what customers say they do.

It is vital that this tool is used properly and not aggressively. A full array of reporting functions are available for this system e.g. number of visitors, drop off rates, time spent on fields, trouble spots, re-entered data.

And finally...

The ICD and ServiceTick partnership is unique, offering clients the ability to obtain real time customer feedback using a tool that is both time and cost effective.



ICD can assist by ensuring that this tool is used successfully and that it meets with clients' expectations. Services include project managing the planning process; making the best use of existing feedback; designing and mapping out new customer experiences and analysing captured feedback.

ServiceTick can implement a fantastic, user friendly invaluable tool, helping clients to stay one step ahead when it comes providing a positive, successful and fruitful customer experience.

If you would like to discuss any of the solutions or services offered by ICD or ServiceTick, please do not hesitate to contact us either by phone or email.

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