

CUSTOMER EXPERIENCE

BEST PRACTICE REPORT



CUSTOMER EXPERIENCE

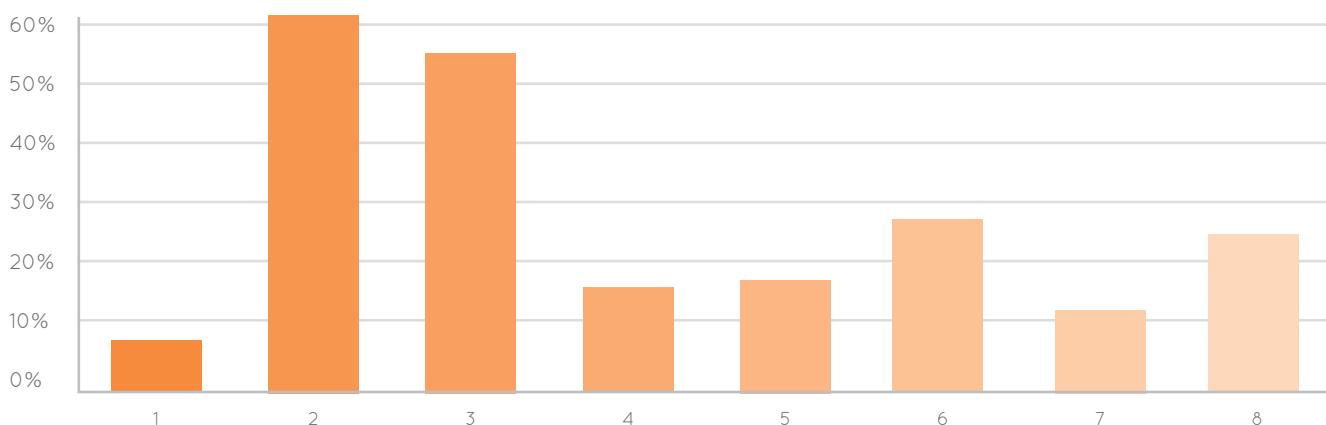
WHAT TYPE OF CUSTOMER EXPERIENCE METRICS/KPIS ARE USED BY YOUR COMPANY? (SELECT ALL THAT APPLY)

ANSWER CHOICES	#	RESPONSE
We aren't using any	1	7%
Net Promoter Score (NPS)	2	62%
Customer Satisfaction (CSAT)	3	53%
Customer Effort Score (CES)	4	15%
Customer Churn	5	16%
Retention rate	6	28%
Customer Lifetime Value (CLV)	7	11%
Internally developed metrics	8	24%

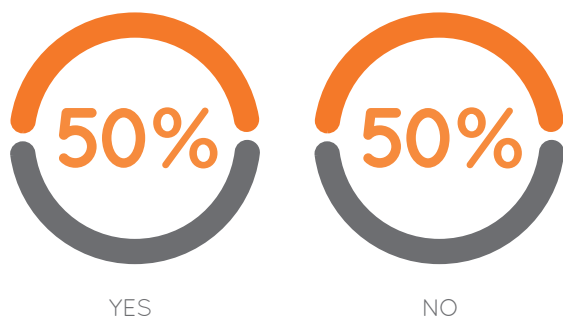


Net Promoter Score (NPS) and Customer Satisfaction (CSAT) continue to be the two most popular metrics used by companies when measuring CX.

Overall we see a positive trend of adoption of CX metrics in businesses. Only 6.94% of companies responded as not measuring CX at the moment, this is down from 15% on 2020 survey's response.



DO YOU USE ANY FORM OF IMMEDIATE AFTER-CALL SURVEY?



There is a slight increase from last year's figures that we see more respondents taking up after-call survey as a means to collect data from customers. This year presented 50% of respondents use after-call surveys, which is 5% higher than last year.

Overall, it seems to be an even split between those who use an after-call survey method and those who don't. Sometimes this comes down to challenges on finding a tool flexible enough to suit businesses to achieve the data collection e.g. how easy is it to access, is it affordable, is it easy to configure/self-manage, is it simple enough to generate decent reporting from it.

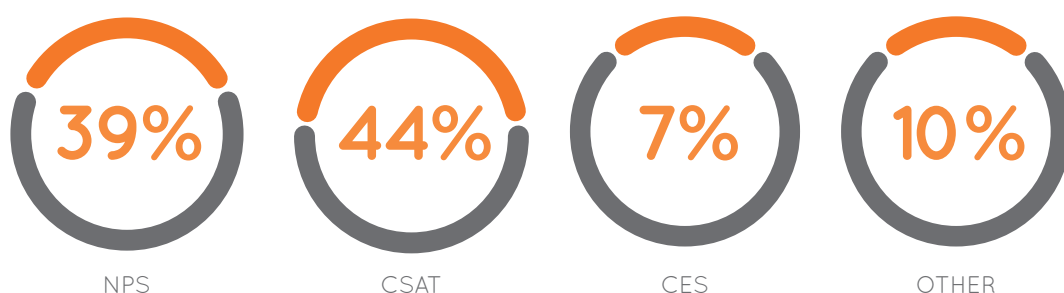
IF YES TO THE AFTER-CALL SURVEY, WHAT METRIC ARE YOU USING?

ANSWER CHOICES	RESPONSE
Net Promoter Score (NPS)	39%
Customer Satisfaction (CSAT)	44%
Customer Effort Score (CES)	7%
Other (please specify)	10%



Of the 50% of businesses that measure CX on voice channels using post-call surveys, CSAT is the preferred method closely followed by NPS.

CES and other methods to capture CX in post-call surveys are not widely used (7.04% and 9.86% respectively).

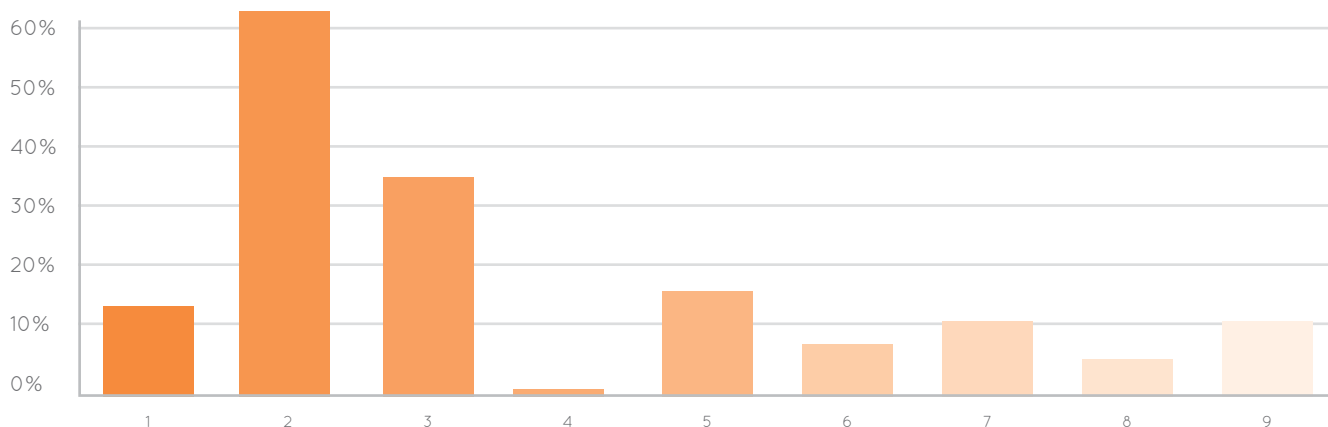


WHAT METHODS DO YOU USE TO CAPTURE CUSTOMER SATISFACTION? (SELECT ALL THAT APPLY)

ANSWER CHOICES	#	RESPONSE
We don't do any	1	12%
Email survey	2	62%
Post-call survey	3	35%
During the call survey (agent asks the question)	4	1%
Website survey	5	15%
Outbound Call	6	8%
SMS	7	10%
Mystery Shopping	8	6%
Other	9	10%



Email and post-call surveys lead the way as the most common channels to capture customer satisfaction scores.



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WHAT IS THE TYPICAL RESPONSE RATE TO THE FOLLOWING CUSTOMER SATISFACTION SURVEYS:

ANSWER CHOICES	0-2%	2%-4%	5%-7%	8%-10%	11%-15%	16%-20%	21%-30%	31%-40%	41%-50%	51% +
Email survey	10%	10%	13%	16%	19%	7%	12%	5%	2%	6%
Post-call survey	16%	8%	13%	5%	6%	15%	19%	3%	2%	13%
During the call survey	73%	0%	5%	0%	0%	0%	14%	5%	0%	5%
Website survey	32%	6%	6%	12%	15%	0%	12%	3%	3%	12%
Outbound Call	38%	3%	3%	6%	13%	3%	9%	6%	6%	13%
SMS	45%	0%	10%	10%	7%	3%	3%	7%	10%	3%
Mystery Shopping	74%	4%	4%	4%	0%	0%	4%	4%	0%	4%



Post-call surveys are proving to be an effective way to capture customer satisfaction with the highest response rate compared to other channels.

Email which is widely used and selected as preferred channel for surveys (see previous question) is second when it comes to response rates.

ARE YOU CURRENTLY USING SPEECH ANALYTICS TO IMPROVE CUSTOMER INSIGHTS OR TO ASSIST WITH THE QUALITY MANAGEMENT PROCESSES?

ANSWER CHOICES	RESPONSE
Yes	24%
No	70%
Unsure	1%
Other	5%



Speech Analytics can help organisations to analyse the full spectrum of their customer interactions and also to identify trends and hidden patterns.

At the moment only around a quarter of organisations are currently using and realising the benefits of it. We expect to see Speech Analytics to be getting a wider adoption in the contact centre over time.



YES



NO



UNSURE



OTHER

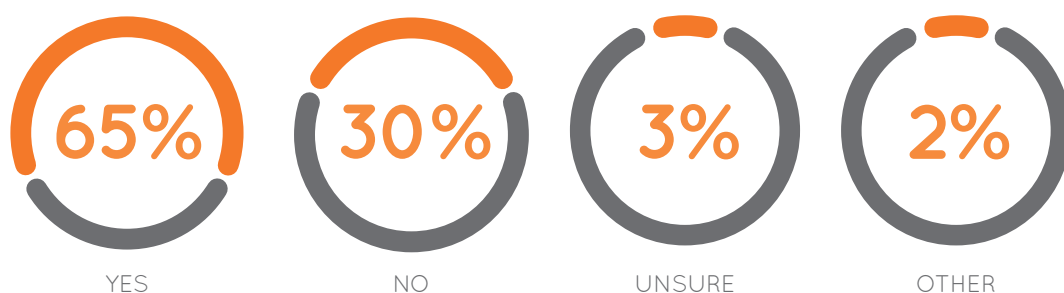
DO YOU HAVE A QUALITY MANAGEMENT APPROACH WHICH IS CONSISTENT ACROSS DIFFERENT CUSTOMER CHANNELS (CALLS, EMAIL, CHAT, ETC)?

ANSWER CHOICES	RESPONSE
Yes	65%
No	30%
Unsure	3%
Other	2%



When it comes to Quality Management, businesses are preferring a consistent approach regardless of the communication channel used during the customer interaction.

This is expected as consistency across channels is key in order to provide high levels of customer satisfaction.



DO YOUR AGENTS HAVE INTEGRATED TOOLS TO COMMUNICATE WITH CUSTOMERS ACROSS MULTIPLE CHANNELS (FOR EXAMPLE VOICE, CHATS, EMAILS, SMS, SOCIAL MEDIA)?

ANSWER CHOICES	#	RESPONSE
Yes, we use an all-in-one platform that is used across all our communication channels	1	39%
No, we use independent communication solutions depending on the selected communication channel	2	48%
We only handle customer communications via a single channel (for example voice)	3	8%
Unsure	4	1%
Other	5	4%

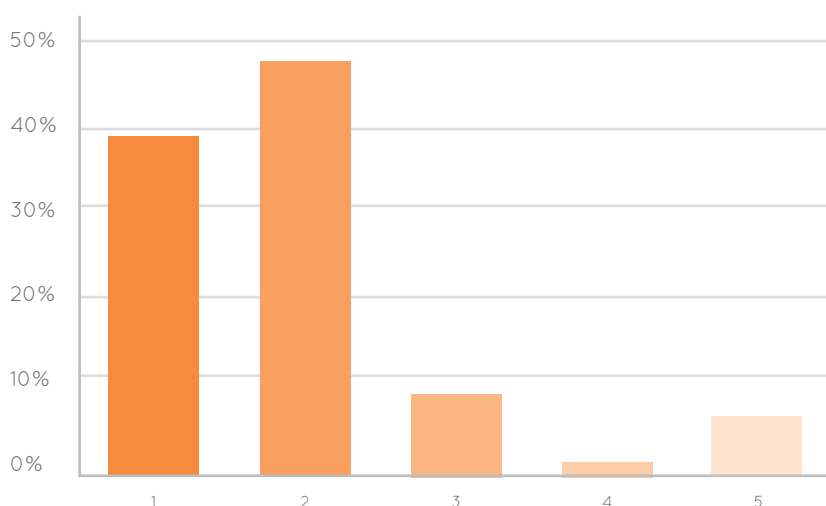


When it comes to customer communications, more than 91% of businesses are providing multiple communication channels to their customers.

To support this multi-channel approach, 48% of businesses are still using separate communication technologies for each channel which could result in the creation of silos of communication in the call centre.

This contrasts with the answer to the previous question, where businesses are yet preferring a consistent approach across channels when it comes to Quality Management.

All-in-one communication platforms can assist businesses to optimise customer communications and align to the desired Quality Management consistency (refer to previous question on Quality Management).



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HOW MANY OF YOUR CONTACT CENTRE METRICS ARE REPORTED TO THE SENIOR EXECUTIVE TEAM/BOARD ON A REGULAR BASIS?

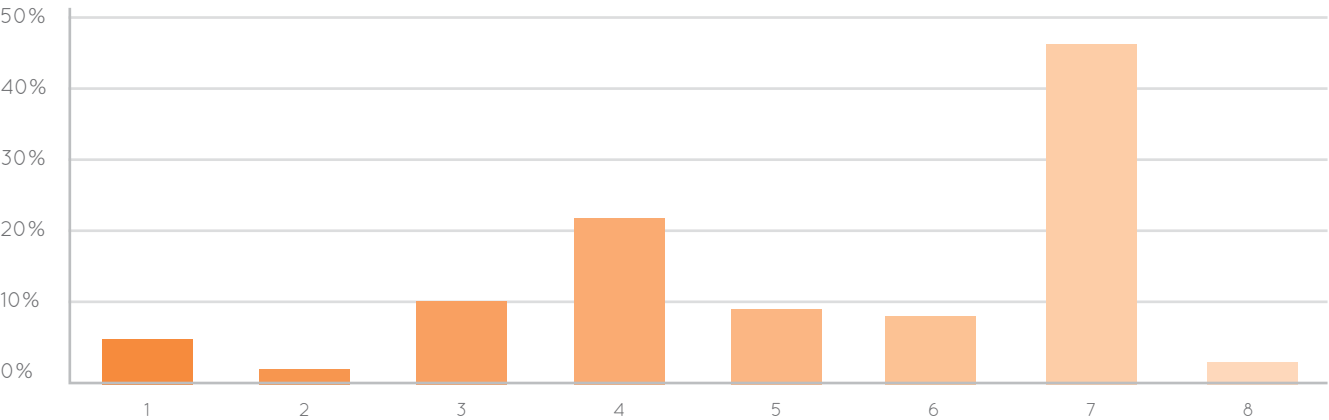
ANSWER CHOICES	#	RESPONSE
None	1	4%
1	2	2%
2	3	10%
3	4	21%
4	5	9%
5	6	8%
More than 5	7	44%
Other	8	2%



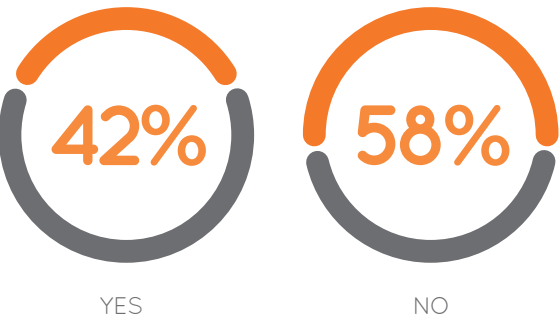
When it comes to contact centre performance, companies continue to increase the amount of information and metrics that is being reported to senior executives.

43% of respondents are reporting more than 5 metrics to senior executives. This is an increase from 34% of last year's result.

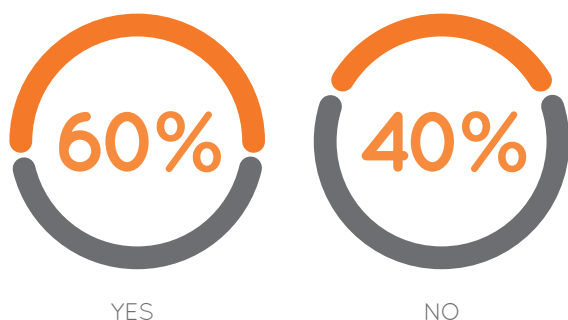
This result reflects the increasing focus on customer experience at company direction levels.



DOES YOUR BUSINESS HAVE A DEDICATED SENIOR ROLE WITH ACCOUNTABILITY FOR THE CUSTOMER EXPERIENCE ACROSS YOUR ENTIRE BUSINESS? E.G. CHIEF CUSTOMER OFFICER



WITHIN THE LAST 12 MONTHS HAS THE CONTACT CENTRE BEEN INVOLVED IN ANY CUSTOMER JOURNEY MAPPING EXERCISES ACROSS THE BROADER ORGANISATION?



About 60% of respondents are indicating that they are involved in customer journey mapping exercises. This seems to follow the trend of organisations becoming much more customer centric, and moving towards enhancing better experiences for customers to enable sustainable growth.

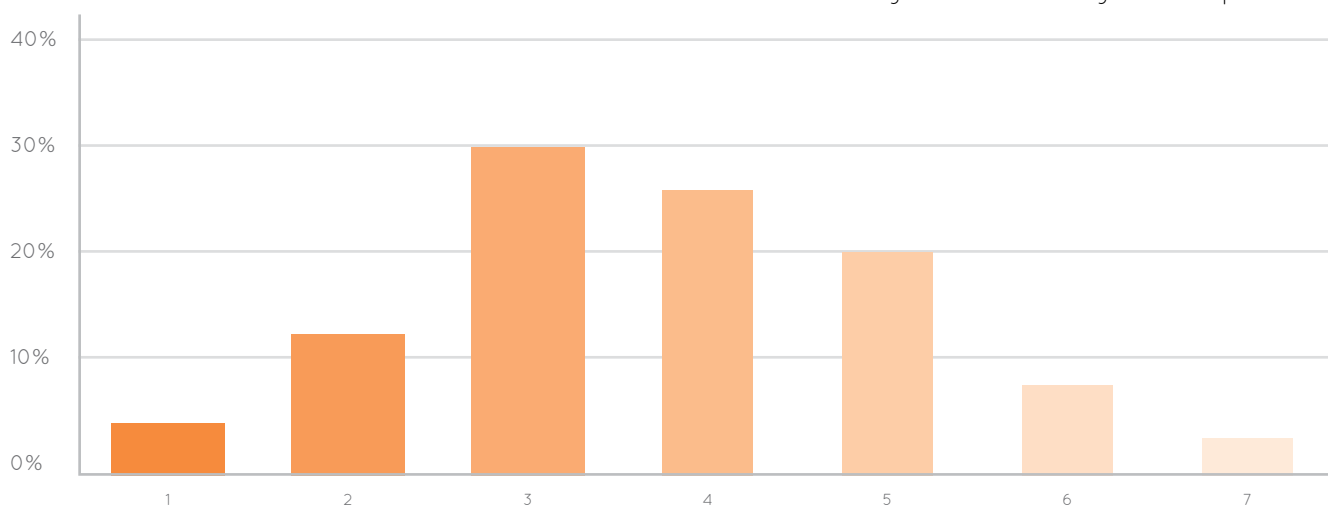
HOW MANY CALLS PER AGENT PER MONTH ARE ASSESSED FOR QUALITY?

ANSWER CHOICES	#	RESPONSE
None	1	3%
1 – 2	2	11%
3 – 4	3	30%
5 – 6	4	27%
7 – 10	5	20%
10 – 20	6	7%
More than 20	7	2%



Compared to last years figures, 3-4 assessments per agent per month has dropped slightly but still remain the most common frequency of evaluating agent performance. However we are now seeing an increase of assessments conducted for 5-6 and 7-10, whereas contact centres that conduct more than 10 calls per month has dropped.

There are a number of factors involved in the increase/decrease of the frequency of assessments for contact centres, for example - does the business have the necessary resources (supervisors/quality assessors) to conduct the evaluations? Are companies focusing harder delivering better customer satisfaction as a competitive advantage? Are conversations from callers and agents now becoming more complex?



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DO YOU CURRENTLY USE A KNOWLEDGE MANAGEMENT PLATFORM TO PROVIDE SCRIPTING AND PRODUCT KNOWLEDGE IN REAL TIME TO AGENTS?

ANSWER CHOICES	RESPONSE
Yes	54%
No	46%



YES



NO



There is a slight increase of about 4% from last year's figures indicating that there are more organisations using a KMS for their agents.

As conversations in the contact centre increase in complexity, it is important that agents are provided with the necessary tools for them to perform at their best. KMS can help save time, improve agent efficiency and provide a better experience for customers.

CUSTOMER EXPERIENCE SUMMARY



Brendan Maree

VP APAC, 8x8



Customer Experience (CX) has become such a focus, particularly over the course of the last 18 - 24 months. The global pandemic and subsequent government restrictions, particularly in Australia and New Zealand, placed a great deal of pressure on organisations to become more agile, maintain business continuity by deploying remote workforces, and also remain available to their customers, all the while continuing to deliver great customer experiences.

From our point of view, improving the customer experience starts with one of those assumptions: that you understand what the experience is today. To that end, and looking at the results of the research, it is no surprise that there has been a positive trend as more organisations continue to adopt CX metrics as a way to measure themselves against customer expectations and sentiment. The fact that 43% of respondents are reporting more than 5 metrics to senior executives, which is an increase of 34% from the previous year, is a clear indication of the focus and importance of CX.

According to the research, more than 48% of businesses are using separate communication technologies across their organisation. This is in contrast to the respondent's preference to have a consistent approach across channels when it comes to Quality Management. Therefore, when it comes to CX, IT leaders have a huge role to play, and must broaden their focus and consider how best to support and optimise agent-to-agent, agent-to-customer and agent-to-employee communications. In this newly distributed operational environment, information and organisational silos must be eliminated in order to foster communication and collaboration in a way that helps agents quickly and successfully resolve customer issues. And all of this needs to be done in a secure, reliable, disciplined way that supports the new, stringent and unique requirements of an operate-from-anywhere workforce model.

The bottom line is that, in 2022, customers will expect organisations to have their customer experience house in order. As such, IT and contact center leaders must work together with a sense of urgency like never before. This is where a single-platform approach comes into play. According to Metrics Research, "companies with the highest success metrics who use a single, cloud-based provider see revenue increase by 99.6%, costs decrease by 14.4%, CX ratings improve by 56.6%, and agent efficiency rise by 37.4%."

Source: Metrigy Research: Integrated Communications/Contact Center Drives Measurable Business Metrics.

CUSTOMER EXPERIENCE

CASE STUDY

Siteminder deploys globally integrated phone and call centre infrastructure with 8x8.

In the highly competitive accommodation market, ensuring room occupancy rates are as strong as possible is a constant challenge for hotels. Many are turning to online booking portals but find the task of managing multiple listings quickly becomes complex and time-consuming.

Siteminder is a technology company that helps hotels overcome this challenge. The firm has developed a guest acquisition platform that automates the listing of rooms across multiple websites to ensure maximum exposure. Siteminder works with more than 35,000 hotels in 160 countries and generates 100 million reservations worth \$US35 billion in revenue each year.

The Challenge: Expand Cloud-First Strategy

As its operations expanded around the world, the company needed to constantly invest in communications infrastructure. Telecommunications and contact centre facilities were deployed in key locations to support staff and allow efficient interactions with clients.

“We had reached the stage where we had four PABX platforms installed around the world,” says Siteminder’s Director of IT, Michael Badham. “While they functioned relatively well, they were not interconnected. This made it difficult to route calls between offices and meant ongoing management was tedious and complex. There was no easy way to configure the systems or make any changes that were required.”

With staff and client numbers continuing to grow, Siteminder’s IT team realised that something had to change. The company has a cloud-first strategy and was keen to find a cloud-based platform that could support both its telecommunications and contact centre activity.

The Solution: One Cloud Platform To Scale For Growth

After examining a number of options on the market, a decision was made to replace the company’s ageing PABXs with a cloud solution from 8x8.

Within four months, Siteminder had deployed 8x8’s single cloud platform, ensuring business continuity and reliability for its Unified Communications and Contact Centres, across Australia, United Kingdom and US offices. Technology partner Arrow Voice and Data assisted in the process by sourcing onsite hardware and arranging relevant licencing.

“The 8x8 offering stood out as they had clearly been designed from the ground up with the cloud in mind,” says Badham. “We could see that it would allow us to scale both our telephony and contact centre capabilities to better match our anticipated future growth.”

Once the platform was fully configured and staff had been trained, the new infrastructure went live around the world initially in Australia followed by the US, Europe and Thailand. Siteminder currently has 100 contact centre seats and 300 unified communications users on the platform.

The Benefits: Employees and Customers Gain New Level of CX Support

With the new cloud-based infrastructure now fully operational, the company has quickly begun to enjoy some significant benefits.

Badham says new users can be easily added to the platform as needed without any need for complex configurations or external support. The platform can also be managed from a single, central location which helps to improve reliability and keep support costs under control.

“Our new 8x8 X Series infrastructure also now allows us to offer ‘follow-the-sun’ support for our customers,” he says. “When one region is closed, support calls are automatically routed to another office in a different part of the world. This has improved our response times significantly and our clients have noticed big improvements.”

The 8x8 telephony platform also offers considerably more features than the old PABXs. Softphones can be used that allow staff to work from any office location or even from home when required. The user interfaces are also readily configurable which allows additional features and options to be added over time.

“We are also enjoying the close integration of 8x8 with our Salesforce platform,” says Badham. “This has served to streamline workflows and means we can be much more responsive to client requests.”

Badham says the company’s future plans include making better use of additional platform features such as speech analytics. This will be used to improve staff performance and ensure high levels of client service are delivered at all times.

“With our 8x8 infrastructure in place, I am confident we now have a telecommunications and contact centre capability that will support our growth well into the future,” he concluded.

Industry

- Software Technology

Headquarters

- Sydney, Australia

8x8 Products:

- 8x8 Work and Contact Centre

Primary Reason Chose 8x8:

- Ageing existing PBX platform across 4 offices globally required constant investing in infrastructure.
- All in one platform to support both its telecommunications and contact centre.
- Ability to scale to support anticipated future growth.

Highlight Metrics

- Ability to provide ‘follow-the-sun’ support has improved utilisation of team members to 90%.
- Multiple staff available in different regions, means more team members available to take calls and less time customers are waiting in call queues — this has improved our dropped call rates to 1%.
- Ability to make changes to IVR used to take several days, now changes can be done in minutes.