

Optimise customer survey distribution, management and monitoring

CASE STUDY

Customer Service

UK retail-based insurance provider



Superior customer outcomes

Goals

- Automate survey administration process to distribute and manage customer surveys better.
- Analyse customer feedback to identify opportunities to improve CSAT and NPS.

Solution

- New platform solution to send automated 100+ surveys a day through SMS and email for customer interactions that occurred the day before.
- Collection of customer feedback on CSAT, NPS, and areas of dissatisfaction.
- Trend and Root Cause Analysis.

Results

Improvement opportunities so far identified include:

- Introduction of automated IVR scripts to reduce average handling time.
- Easier customer access to documents online.
- Identifying and resolving gaps in selfservice functionality.