American multinational courier delivery services company achieves 11% Higher CX and 9% Higher Issue Resolution with Zacoustic Calibration

Summary

Zacoustic teamed up with a leading multinational courier to obtain more accurate and actionable enterprise data, boost customer satisfaction, and reduce repeat calls to root out costs. The benefits the client realized over 90 days were:

11%
Customer Satisfaction
Improvement

9%
Issue Resolution
Improvement

55%
Data Accuracy
Improvement

Market Challenge

Executives spend $18 billion on business intelligence software to provide critical enterprise data each year. These data shape the speaking points leaders reinforce in the boardroom and communicate as quarterly performance targets. Performance goals drive management behaviors as astute human resource executives tie these key performance indicators (KPIs) to incentive and compensation plans. However, bad data breed distrust among the key employees responsible for producing these results and the executives charged with measuring performance.

In contact centers, Zacoustic data indicate that up to 40 percent of data for a metric as simple as the reason a customer is contacting the service team can be inaccurate. When executives don't have accurate indication for why their customers are contacting them, poor decisions can be made and significant investment and energy is spent on projects and initiatives that don't drive material business results and improve customer experience.

Quality Assurance (QA) programs that executives deploy in their own organizations and with their outsource partners often include well-thought out metrics to ensure policy compliance and reinforce customer representative soft skills meant to deliver improved CX. A significant opportunity for the QA function is to ensure that analysts scoring calls across the organization's network don't cherry pick calls to inflate QA scores, often used as a metric for compensation and benchmarking. Incenting executives to encourage high QA scores without proper controls in place to monitor system gaming encourages poor behavior and misses out on a big opportunity to improve service for the customer.

Moore, Susan. "Gartner Says Worldwide Business Intelligence and Analytics Market to Reach $18.3 Billion in 2017." Gartner.com. http://www.gartner.com/newsroom/id/3612617 (accessed October 12, 2017).

Zacoustic fills the customer survey response gap.

Zacoustic Solution

To ensure the client had accurate data on which to base its key decisions, the multinational courier implemented Zacoustic and leveraged its renowned customer-agent calibration process. The globally patented Zacoustic Calibration process amplifies low customer survey volume into near-100 percent customer survey volume by enabling agents to accurately predict customer response.

With accurate data informing key process and decisions, the client standardized its QA process by targeting specific call types, durations, and outcomes. With executives able to standardize, direct, and control interaction types QAs are focusing on across their organization, gaming the process greatly decreased and QA focused on the problems plaguing the organization rather than interactions that would merely inflate their QA scores.

Company Results

Customer Satisfaction
With Zacoustic, agents easily predicted whether customers would be satisfied with the representative's service for every interaction. Asking the agents to imagine themselves in the customer's shoes so they could accurately predict customer response heightened agents' awareness of customer needs and greatly improved agent empathy. These Zacoustic Calibrated agents outperformed their peers by 11 percent in customer satisfaction.

> "Zacoustic helps me better relate with the customer. Thinking about satisfaction and issue resolution from their perspective for every interaction helps me better empathize and understand where my opportunities to better service the customer lie."
> – Customer Service Agent

Issue Resolution
Rather than believe that an issue was considered resolved because the agent created a case or transferred a customer out of their queue, agents began to recognize that issues remained unresolved in the eyes of the customers. This recognition that issues remained unresolved from customers' perspectives promoted more effective coaching sessions with agents to change agent behavior. More receptive and aware agents and effective knowledge transfer sessions resulted in 9 percent higher issue resolution, driving down the multinational courier's costs.

Data Accuracy
Beyond amplifying low customer survey volume into near-100 percent customer survey volume for satisfaction, resolution, repeat call, and other key metrics, Zacoustic also drove a 55 percent improvement in the accuracy of the call disposition data the multinational courier was relying upon to analyze their business. Zacoustic exposed agent opportunity to improve call disposition and separated noise (inaccurate data) from accurate data to provide a dynamic, easily accessible, and accurate view of the reasons customers were contacting support to better inform critical executive decisions.

The Innovative **Customer Experience**
Request a Demo at Zacoustic.com

About Zacoustic
Zacoustic is an innovative contact center customer experience management big data and analytics Software-as-a-Service (SaaS) tool. Its globally patented Calibration process enables agents to accurately predict customer survey responses key to organizations' strategic objectives. With Zacoustic, executives drive more insightful and impactful process, policy, product, and technology decisions while contact center operators respond agilely to real-time customer experiences. Zacoustic is a global company based in Austin, TX. Learn more at: www.Zacoustic.com.