SMOKE

Creating Success With VOC in Your Contact Centre

Smoke CI
Case Studies 2023

At Smoke CI, we understand the power of insights and the impact it can have on your products, services, and the overall performance of your team. Our clients can easily gather and use feedback to improve customer experience, elevate agent performance or engagement or meet strategic goals in their Contact Centres, using our Gartner recognised survey and analytics solution, Eyerys.

Eyerys is more than just a multilingual survey tool, it's an omnichannel, multilingual, deep-diving analytics and reporting tool. Its seamless integration with Genesys, Avaya, and other top telephony systems, ensuring hassle-free deployment with minimal downtime.

Creating surveys and interpreting results has never been easier. Whether you choose post-call voice surveys or to send surveys through email, chat, or any other channel, Eyerys' omnichannel functionality and multilingual functionality ensures that you can hear the voices that matter the most: your customers.

In this document, you'll find compelling stories of how clients across different industries have partnered with Smoke CI, using Eyerys to create customer delight, cut costs, optimize processes, and achieve remarkable results in their contact centres. We have, without question, the most experienced team for Contact Centre VoC - our customers will confirm this. If these stories need to be your story, reach out today.

CUSTOMER REVIEWS

"You don't lose anything by listening to your customers. Good or bad, feedback helps you improve your business"
~ Sarah Lubbe,
   Head of Customer,
   Smoke CI

Contents

Enhancing The Healthcare Experience At Scale

Our US client in the health-care industry elevated their CSAT score, improved service recovery and enhanced delivery across 1300 agents by implementing our customisable voice survey and analytics solution. The solution integrates directly into Genesys Cloud and our managed service helps to interpret the data gathered.

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VOC as a Lever fr Operational Cost Saving

A major global mobile network tackled the challenge of repeat calls and escalating costs due to high call volumes by partnering with us to understand operational metrics through the lens of customer, banking a saving of $4mil+. Our contact centre solution helped our client hone in on specific challenges and iterate quickly to solve customer and business problems.

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Speaking the Client's Language

Servicing more than three million people in the New York tristate area means our client must deliver personalised service at scale. Implementing a multilingual approach to their VoC programme increased response rates to 60%+ and aligned with their ethos of serving everyday people in an exceptional way.

READ MORE

Contact Centre as a Key Touchpoint in the Customer Journey

As Africa's biggest lender by assets, our client sought the ability to engage their extensive customer base with immediacy. Through the implementation of our solution within the contact centre and branch network, the bank was able to obtain real-time feedback on service experiences from almost 100 000 clients monthly.

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SM⊘KE

Enhancing The Healthcare Experience At Scale

1300 agents

Increase in CSAT and response rates

Genesys Cloud

Executive Summary

Our client, a prominent not-for-profit health insurer and wellness company, has been serving more than 3 million people with insurance plans, primary and specialty care since the 1930s.

Their mission centers around creating healthier futures for customers and communities, with a focus on quality and affordable healthcare for all. Valuing their partners and healthcare providers, the organisation sought to enhance service by receiving feedback to identify areas of improvement within internal departments. To this end, they partnered with Smoke CI and successfully onboarded over 1300 agents.

The implementation of inbound and outbound voice surveys allowed them to receive real-time, targeted feedback, informing strategic improvements in specific departments. This collaboration has enabled the client to enhance their services and operations, further aligning with their customer-centric approach.

The Challenge

The client, servicing millions of customers through various departments and contact centres, sought a solution that centralised data, could be implemented across various channels of communication and natively integrated with their Genesys Cloud environment.

Native email surveys yielded low response rates within the contact centre and different areas were using different solutions yielding inconsistent results that were impossible to interpret and compare.

This complex situation created the need for a real-time voice survey solution that integrated with their Genesys Cloud platform. Smoke CI, a premium Genesys AppFoundry solution, fulfilled their needs with the right functionality and professional services, providing the partner and solution required to meet their objectives.

The Solution

The project spans 6 departments and 1300 agents across the US. All agents were integrated into Smoke CI's Eyerys survey platform, seamlessly linking with Genesys Cloud and other systems.

Customised voice surveys per department were deployed to ensure personalisation and to gather relevant data for enhancing each operation and experiences across customers, providers, and partners.

Metrics like CSAT, Agent CSAT, Ease, NPS, and IVR are measured. Immediate automated escalations of negative feedback allowed for swift service recovery, aiding the identification of improvement areas and overall service and customer experience enhancement.

The Outcome

In close collaboration with Smoke CI a voice survey solution was implemented which elevated both the quantity and quality of feedback. This enabled the client to not only improve experiences for their customers, partners, and providers but also to centralise data within a single system. This consolidation rendered cost benefits and allowed our client to gain comparable and useful insights into their daily CSAT scores.

The implementation of both inbound and outbound surveys means that almost all interactions are covered by a survey. The scale of the solution means that our client can have a holistic view of customer experience at any given point, but also has the data for individual customers to create moments of delight and recovery from specific service failures. A robust escalation solution sends real-time notifications to recover teams as soon as a low scoring survey is received, enabling our client to reach out to customers and change their experience within minutes of a poor survey result.

Beyond enhancing overall experiences, the client capitalised on the alignment of customer feedback with operational metrics to make improvements across six key departments.

These revealed opportunities for cost savings and process streamlining. The success of the solution has empowered the client to meet their goals, fostering a commitment to continuous improvement and future expansions with Smoke CI will see the solution being embedded in other departments, ensuring that the entire organisation is aligned behind Customer Experience.

Real-time feedback
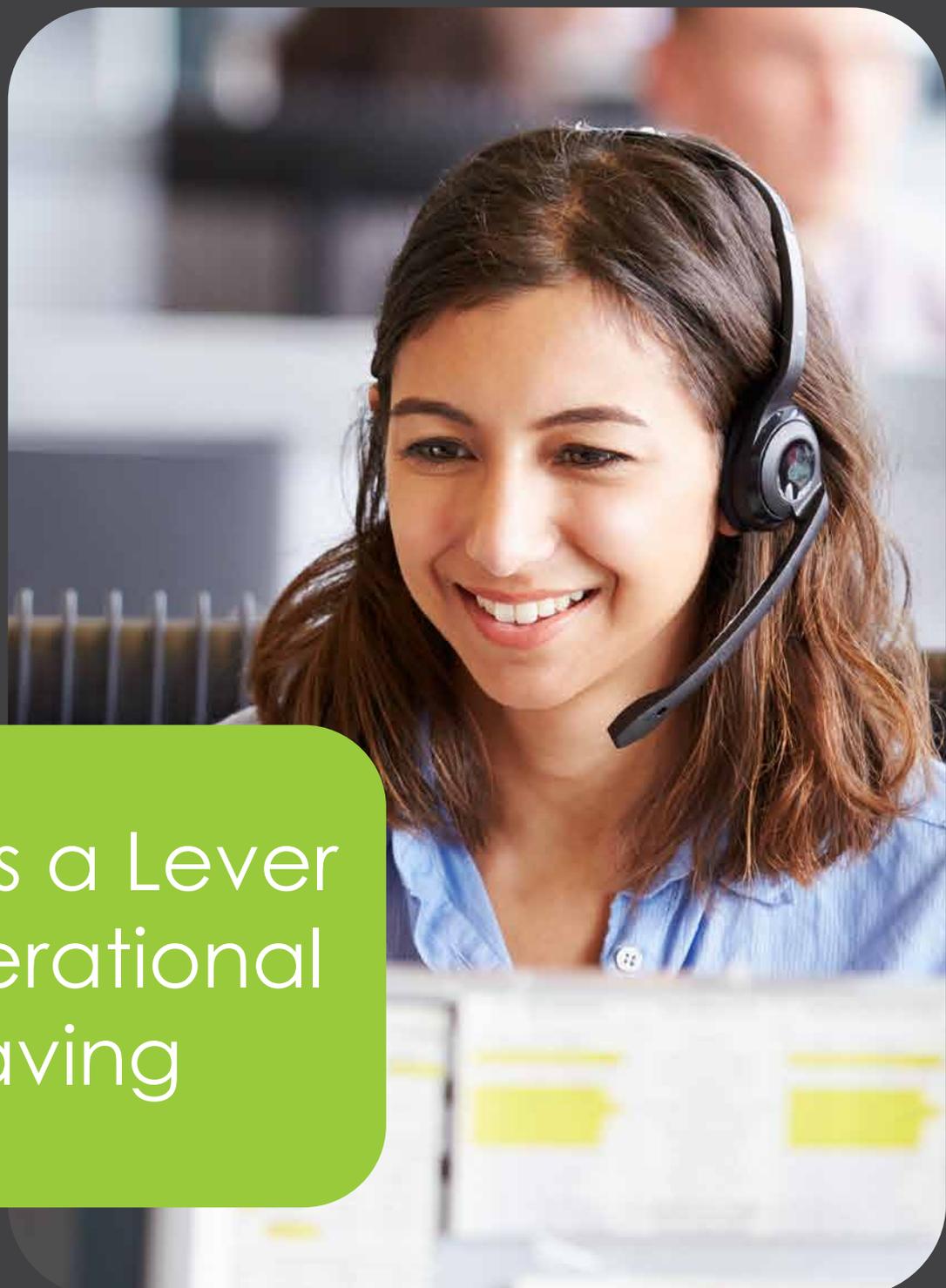
Close-loop feedback

Automated escalation

Cost containment

"You treat a disease, you win, you lose. You treat a person, I guarantee you, you'll win, no matter what the outcome."
~ Patch Adams

SMOKE

AVAYA

DevConnect
TECHNOLOGY PARTNER

VOC as a Lever for Operational Cost Saving

3700 agents

Increase in CSAT and response rates

$4 mil in operational savings

Executive Summary

Our client, a major global mobile network, operates in a highly competitive industry where customer experience is a key driver of market share. Despite their successful performance, their Avaya contact centre faced challenges with repeat calls and escalating costs due to high call volumes. Traditional efficiency strategies were ineffective, leading the organisation to adopt Smoke CI's feedback solution. Integrating our Avaya certified Voice of the Customer program enabled the organisation to identify the root causes of repeat calls and take corrective action.

The solution resulted in increased response rates through auto-transfer, linking results to specific agents, and real-time case management. This allowed for a better understanding of customers, improved agent performance management, and effective resolution of dissatisfied customers. As a result of this partnership, the organisation achieved an 8% improvement in first call resolution, a 13% increase in CSAT, and cost reduction of $4 million.

The Challenge

The organisation, operating a vast Avaya contact centre with 3700 agents for 187 million subscribers, faced inefficiency and low satisfaction. Customers contacted them multiple times (up to six) before resolution, resulting in high churn and escalating headcount. However, expanded efforts didn't yield improvements. Recognising the necessity for innovations, the organisation sought an Avaya DevConnect certified solution that could provide VoC capability together with a partnership that would bring expertise in using feedback data to enhance contact centre performance.

The Solution

Smoke CI worked closely with the client to implement Eyerys, in a way that would help them easily determine poor service root-causes and provide their customers with a mechanism for communication. The initial objective was to decrease the need for repeated contact from customers. An SMS survey was initiated via Eyerys to any customer who had contacted the organisation twice in a 6-hour window. The survey enquired as to whether their issue had been resolved and offered a call back. The call back request required that the customer specify their problem, allowing the organisation to match expertise with customer need. Eyerys escalates call-back requests to the relevant department, enabling correctly skilled agents to handle each specific case. Thanks to this matching of an issue to skill, the organisation can rapidly decrease the number of times a customer needed to call in to resolve an issue. Furthermore, thanks to the reason code capturing, Eyerys translates VoC data into reports that highlight areas for improvement. Built-in role-based reporting provides everyone with a view of the information relevant to them. Team leaders can review teamperformance; management is able to understand contact centre performance and the C-suite can make informed decisions as to cost allocation within customer service departments.

The Outcome

Over four years, Smoke CI developed a tailored VoC solution for the mobile network's Avaya contact centre, achieving strategic goals and saving over $4 million. Real-time data enhanced first call resolution by 8%, reduced repeat calls by 15%, and boosted customer satisfaction by 13%. Eyerys's escalation management ensures prompt responses to unresolved queries, reducing repeat contact. It also uncovers service failure reasons, enabling targeted, in-the-moment coaching, slashing training costs and improving agent effectiveness. Training success decreased second interventions, reducing call volumes and headcount by 18%.

After the successes in the Avaya contact centre, an omnichannel journey began, encompassing branches, apps, websites, and outsourced call centres. A comprehensive journey map informed bespoke Eyerys VoC solutions, facilitating multi-channel feedback and pertinent business intelligence. Partnering with Smoke CI, the Mobile Giant understands customers, excels in experience, and continually uncovers cost-saving avenues.

Automated escalation

Close-loop feedback

Role-based reporting

Cost containment

> " Customer experience is a means and an end – it creates customer delight, but if used correctly, saves the business real money"
> ~Senior VP, Contact Centre

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Speaking The Client's Language

240 Contact centre agents

Response Rates -60%

Genesys Cloud

Executive Summary

In the bustling landscape of New York and Long Island, our client, a prominent healthcare provider, is committed to delivering comprehensive and personalised care. With an extensive network spanning 42 offices, they cater to over half a million diverse patients. Their holistic approach revolves around understanding the intricate factors influencing health, recognising the pivotal role of patient insights in achieving superior healthcare and experiences. To ensure consistent excellence across all patient interactions, the organisation honed in on their contact centre's customer experience. They aimed to elevate service quality by gathering actionable customer feedback tied to individual agents. Seeking an efficient solution compatible with their Genesys Cloud environment, they partnered with Smoke CI. By implementing multilingual voice surveys in the main languages used by their customers they were able to improve response rates and align to their ethos of being customer centric. This approach not only improved agent performance and CSAT scores but also bolstered overall contact centre performance, catering adeptly to their diverse clientele.

The Challenge

The Client faced several challenges in their contact centre operations while serving a customer base of half a million patients. Their diverse customer base made it difficult to gather meaningful feedback due to low response rates from traditional English email surveys. Consequently, they lacked sufficient data to make informed decisions and struggled to identify metrics outside of operational data for measuring agent performance. Despite their understanding of patients, they sought a solution to optimise feedback and achieve consistent service excellence.

Additionally, they required a provider tightly integrated with Genesys Cloud, offering both functionality and professional services, and they found a suitable partner in Smoke CI, a Genesys AppFoundry solution partner.

The Solution

Using Smoke CI's Eyerys survey platform, the implementation of customer-led language selection during the post-call voice surveys has boosted response rates to over 60% while enhancing operational metrics and contact centre customer experience. These multilingual surveys are presented in English, Mandarin, Cantonese, and Spanish, gauging CSAT, NPS, and gathering verbatim feedback. Noteworthy is that scores increased with the adoption of multilingual surveys, indicating that customers have a clear understanding of questions, and appreciate the ability to respond in their native language. Our smart solution automates survey language based on initial IVR selection, streamlining survey process without agent intervention. Eyerys triggers real-time, automated escalations for swift service recovery in response to negative feedback to agents who can engage with customers in their preferred language – not only enabling service recovery, but removing any friction caused through language barriers.

The Outcome

Smoke CI partnered closely with our client to craft a tailored VoC solution across their required languages. Close collaboration ensured that surveys were relevant, bias free and optimised to ensure maximum insight with the most effective questions possible. Response rates surged, yielding valuable insights for refining the contact centre and customer experience scores have consistently improved over the months. Automated escalations bolstered service recovery after negative feedback, while real-time data empowered management with agent benchmarks and reporting. Role-based insights enabled supervisors to target agent improvement, reducing training costs through precision interventions.

Now, the organisation effectively gathers feedback from customers in their chosen languages, utilising this extensive feedback to elevate the Genesys Cloud contact centre experience. Post Smoke CI's VoC solution implementation, survey response rates soared to 64%. After implementing improvements based on data collected CSAT and Ease scores have increased to exceeding 85%, with their latest NPS surpassing 65.

In a continued partnership, Smoke CI and Eyerys equip the organisation with tools, data, and insights, driving objectives and uncovering avenues for enhancement.
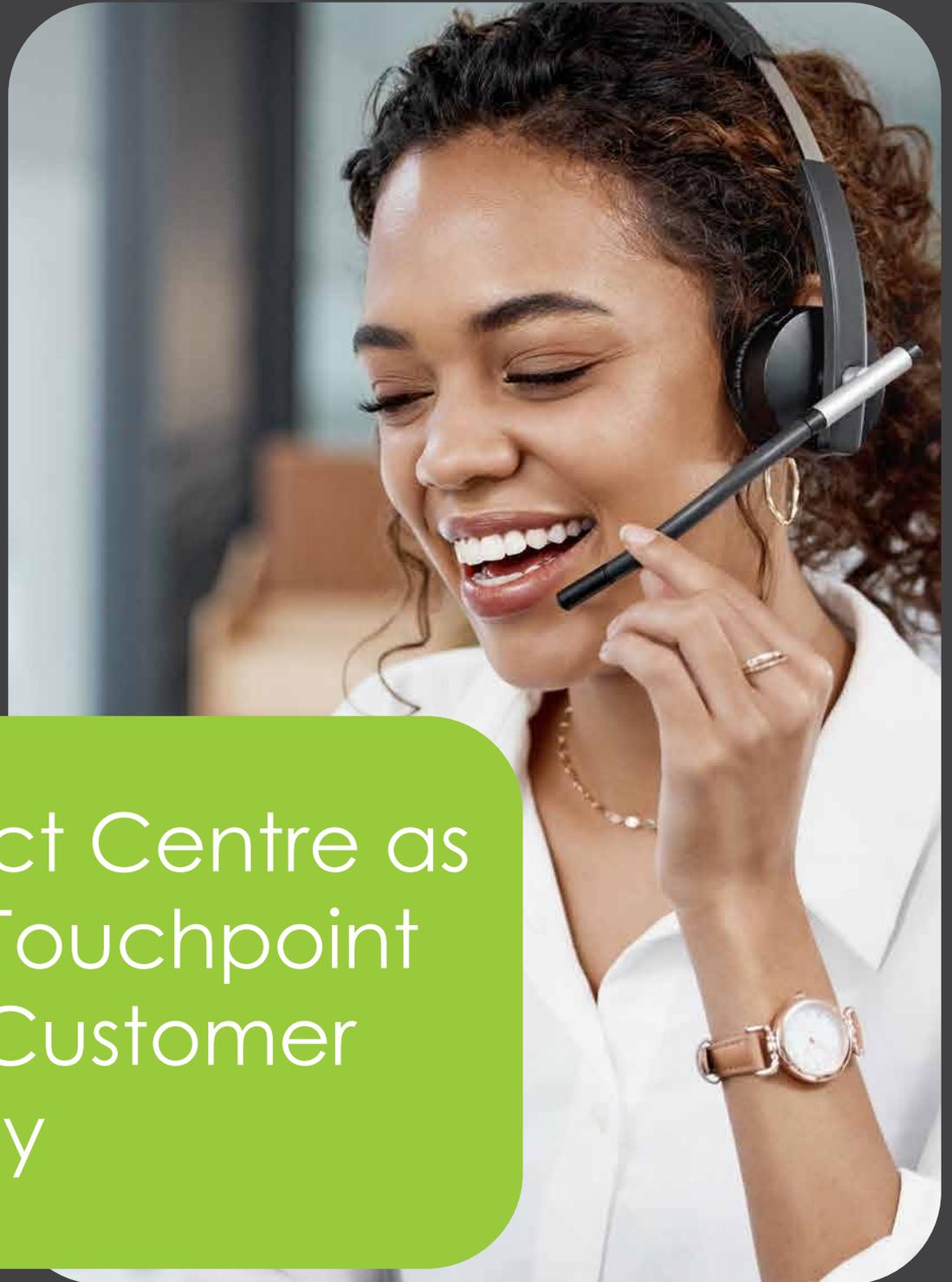
Real-time feedback

Close-loop feedback

Automated escalation

Focused training

> " If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart."
> ~Nelson Mandela

SMOKE

Contact Centre as a Key Touchpoint in the Customer Journey

8.5 Million customers

1 200 Agents

aws **AWS Contact centre**

Executive Summary

As Africa's biggest lender by assets, our client holds the ambition of the leading financial service provider in Africa. From a customer experience perspective, the organisation had implemented a variety of solutions over the years, with varying levels of success. The biggest challenge was the ability to engage their extensive customer base in a way that created both immediacy and reliability of data. Through the implementation of the Smoke CI VoC solution within their AWS contact centre and branch network, the bank was able to obtain real-time feedback on service experiences from almost 100 000 clients monthly. The multi-touchpoint implementation facilitated insights on both a granular and holistic level.

This creates the ability to make individual and organisation-wide changes which have positively impacted customer experiences throughout the retail division. As the bank looks to the future, the partnership with Smoke CI is evolving to create a multi-channel, VoC programme at every key touchpoint.

THE CHALLENGE

As the competitive landscape within retail banking shifts through new market entrants (including full digitised services offerings), decreasing barriers for customer movement and increasing economic pressure, the organisation identified Customer Experience as a strategic priority. The bank had a long history of customer experience programmes, but as so often happens, despite best efforts this programme was delivering limited/superficial results. The main challenges facing the existing programme were resource constraints, limited interaction measurement and lack of action surrounding metrics. The team in place was only able to survey a limited number of customers, creating sample size issues, which in turn called results into question. Added to this, while Net Promotor Score (NPS) was measured, there were no clear processes in place to identify tactics to improve the score, and thus the score was viewed as a "bad news item" and not a trigger for action. The organisation understood that it needed a partner that could help them achieve real-time, reliable feedback across their customer base at various touchpoints. Furthermore, they sought a solution that would integrate into AWS contact centre and other technology platforms, enable them to identify areas for improvement and take action.

THE SOLUTION:

In the contact center, we integrated a post-call voice survey into AWS Contact Centre, allowing clients to provide feedback on agent performance and their overall experience. Similar surveys were used via email, SMS, and in-app interactions in our branch network. These surveys, triggered by system integration, enabled real-time feedback and service recovery. The widespread use of the Eyerys feedback solution provided statistically reliable insights, building trust and driving targeted interventions that improved key metrics.

The Outcome

Smoke CI has provided the bank with a VoC solution that allows them to consistently engage their customers across the entire customer journey and contact centre. The VoC programme has, evolved from a lagging, limited reach project to a fully embedded process listening to more than 100 000 customers a month. Thanks to the aggregation of data across multiple touchpoints, the bank can better understand the experiences across their entire customer journey, down to an individual transaction. Various initiatives were implemented to ease system and process bottlenecks resulting in an increase in First Call Resolution together with improved customer, and employee experience.

Real-time feedback

Close-loop feedback

Improved first-call resolution

Role-based reporting

" The dollar bills a customer gets from the tellers in any bank are the same.
What is different are the tellers"
~ Stanley Marcus, President/CEO of Neiman-Marcus. "

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