SMOKE

Bridging Language Barriers Through Multilingual Post Call Surveys

"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

The challenge

Our faced several challenges in their contact center 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 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 Customer Intelligence, a Genesys AppFoundry solution partner.

"Knowledge of language is the door way to wisdom."
~ Roger Bacon

- Real-time feedback
- Automated escalation
- Close-loop Feedback
- Role-based reporting
- Focused training

The solution

Post-call voice surveys (Interactive Voice Response - IVR) using Smoke CI's Eyerys survey platform have shown a significant increase in response rates to over 40% and improved operational metrics and customer experience scores within the contact center.

These surveys were implemented in multiple languages, including English, Mandarin, Cantonese, and Spanish, to measure Customer Satisfaction (CSAT), Net Promoter Score (NPS), and Intention to Return (ITR). Real-time feedback enabled the organization to make improvements in call resolution, agent performance, and patient experience. A clever solution allowed for automatic survey offerings based on the language selected in the upfront IVR recording, streamlining the process without manual actions by agents. Additionally, Eyerys facilitated real-time, automated escalations to relevant management teams in response to negative feedback, leading to improved service recovery.

Speaking the language of CX

In partnership with our client, Smoke[CI] built a Voice of the Customer solution aimed at meeting the unique needs of the healthcare provider. Post interaction IVR surveys through Eyerys, in the preferred language of the patient, resulted inpatients being more engaged with the survey, resulting in increased response rates and actionable data to help the organisation improve contact centre service.

Automated escalations enabled improved service recovery on any negative customer feedback, whilst real-time feedback provided management with metrics and benchmarks to measure agents against, both during day-to-day operations and for monthly reporting and insight.

Role-based reporting provided supervisors with insights into specific areas of improvement on an individual agent level, allowing them to create targeted training for individuals and teams, improving the skills of individual agents, while at the same time reducing training costs thanks to the ability to provide niche training interventions to individuals.

Thanks to the Smoke[CI] solution, the organisation is able to engage with customers in the language of their choice, receive increased and better-quality feedback, and is able to actively improve the customer experience offered within their Genesys Cloud contact centre.

Following the implementation of Smoke[CI]'s VOC solution, the organisation showed an increase inpost call survey response rate to 54%. The insights generated by the survey allowed the organisation to implement solutions that improved the three key metrics: Customer Satisfaction (CSAT), Net Promoter Score (NPS) and ITR (Intention to return). All three metric scores saw improvements, with CSAT and Ease scores of above 85%, and NPS scores >65.

Smoke[CI] and Eyerys continue to deliver the tools, data, and insight to aid the organisation in achieving their objectives and identifying further opportunities for improvement.

Thank you.

To discuss how to get the best results from your surveys, speak to a CX Expert today.

marketing@smokeci.com | www.smokeci.com

Contact us