SMOKE

FINANCIAL SERVICES SOLUTION

A Financial Experience That Makes Sense

When you deal with customer wealth, the experience you offer provides both certainty and a competitive advantage. Our solution helps you listen to what customers want and gives you the opportunity to create a customer experience that earns you loyalty.

Why the financial industry trust us?

- We help our customers engage with more than 8.5 million customers annually.
- The complexity of voice of the customer (VOC) measurement is decreased through a single omnichannel software platform across touchpoints.
- Results enable compliance by providing evidence useful in proving Treat Customers Fairly (TCF) standards.
- Real-time escalations provide the information necessary to rapidly recover from service failures and identify the root causes of such
- POPIA and GDPR-aligned practices ensure data protection.
- Reporting on an individual, branch and regional level enables niche improvement interventions and cost savings.

Our solution makes VOC data easy!

What you get:

We offer a ready-to-go VOC measurement toolkit suited to any bank or financial service institutions seeking to measure performance, process and overall customer experience through the VOC.

Ready-to-go CX Solution that measures what matters.

An escalation process configured to your business' hierarchy.

Reports for every branch and department.

Improved employee performance and engagement.

Great customer experience across your customer journey touchpoints.

What gets measured?

Voice of the Customer is gathered from across the organisation providing real-time feedback post-transaction. Low scores are flagged and escalated immediately, allowing for rapid service recovery. Metrics can be used to determine areas of excellence and improvement.

Data can be collected at various touchpoints from branches to contact centre, producing and mobile app producing comparable data on the holistic customer experience.

Managing service failures

- The toolkit includes escalation that can be triggered to both centralised or decentralised service recovery teams.
- Escalations are sent to the appropriate supervisor or team, enabling service recovery (the escalation process matches that of your organisational hierarchy).
- Escalation workflows are designed according to best practices in terms of reminders and second-level escalations but are adaptable to your organisation's needs.
- Standard resolution codes enable measurement and reporting of the causes of failure for continuous improvement .

Benefits of the toolkit

- The pre-configured methodology ensures statistically sound and easy-to-implement measurement.
- Consistent, unbiased VOC measurement enables comparable results across departments and the metrics you measure.
- Comparable results allow for the creation of internal incentives to improve the quality of customer service.
- Consistently identifying, managing and improving upon pain points creates loyalty among customers, enables compliance and enhances brand image.

Understanding your results

- The VOC Toolkit includes reports designed to provide insight into both operational and CX metrics.
- Reports can be accessed in real-time and/or distributed periodically.
- Reports provide a birds-eye view of collective customer experience within the organisation. compared to individual departmental or team scores.
- Enables managers with a comparative view of their scores to encourage healthy competitive improvement.
- Enables resolution of pain points in individual departments through niche and focused interventions aimed at specific improvements.

Getting started

At Smoke CI, our role is to be your trusted partner serving as expert extensions to your teams. We provide you with the expert advice, industry best-practice, feedback data and insights needed to elevate your CX programme, allowing you to focus your efforts on creating value for your customers, employees, and businesses.

Thank you.

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

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Contact us