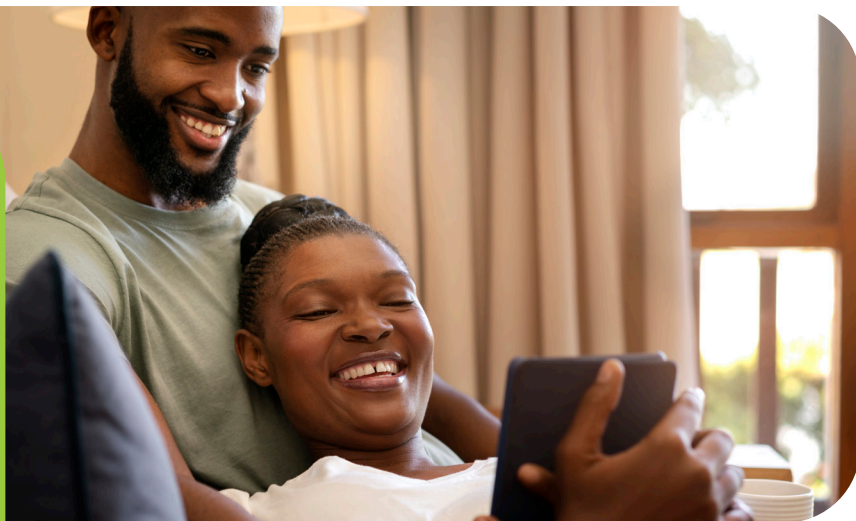# SMOKE

CASE STUDY

The Experience of Entertainment

- 14 Million customers
- 50 Countries
- 1 600 Contact centre agents
- 4.2 Million surveys distributed
- 7% Increase in First Call Resolution (FCR)
- 5% Increase in Customer Satisfaction (CSAT)

Executive summary

As Africa's leading entertainment company, our client deeply understands the value that Customer Experience (CX) plays in their success. With the launch of a "Customer First" strategy in 2015, the industry giant sought to drive a culture of customer centricity throughout its organisation.

Key to the success of this journey was the ability for Multichoice to truly listen to and understand the Voice of the Customer (VOC), which Smoke Customer Intelligence facilitated through the use of our Eyerys platform.

Challenge

Multichoice operates in an ever-evolving, highly competitive industry, and with this in mind, the organisation implemented a customer-driven strategy that sought to gain a deep understanding of the customer experience, to leverage its customer experience as a key differentiator with from competitors.

The organisation is a complex, far-reaching business with multiple geographic locations and products, making it hard to challenging to engage with each customer in a meaningful way. The business model brought a measure of complexity to customer experience as there were many customer "moments of truth" from many communication channels in a variety of languages.

To truly understand and improve the "outside-in" performance of the organisation, Multichoice required an industry-leading partner with world-class technology that could understand best practices within VOC. They found just that with Smoke[CI] and Eyerys.

The solution

From the start of this partnership, Smoke[CI] worked closely with Multichoice to develop a robust VOC framework aimed at making gathering data, finding insights and creating actionable points easy and uncomplicated.

Using our Eyerys software, VOC surveys were implemented at each touchpoint of the customer's journey. Throughout the partnership, our experts fine-tuned data, sample sizes, distribution rules, weightings and targets to obtain customised frameworks shaped to exceed the business needs.

Pivotal to Customer Experience (CX) is service recovery, a function made easy using Eyerys' case management capabilities. Each sub-optimal response automatically triggers escalation workflows and facilitates customer follow-up - all inside one environment.

Key to the solution is both the traceability of every response and the granularity of the reporting. For every translation or interaction, Eyerys measured and recorded the customer voice per individual agent, team, department and process. This upward cascade is a powerful tool in understanding pools of excellence as well as providing each individual insight into their Customer Satisfaction (CSAT) contribution. All in real-time.

As multi-channel, multi-engagement data was gathered and aggregated, the C-Suite was able to act on valuable information about their customer's experience. When combined with the data analytics and research insights from Smoke CI's experts, we were able to create an environment that allowed for rapid decisions which moved the business closer to its "Customer First" promise.

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

Magic moments

Over the four-year partnership with Smoke[CI], we built a VOC framework that was wholly suited to our client's objectives, allowing them to leverage the power of Eyerys in order to exceed their goals, consistently achieving over 80% in Satisfaction Targets. They were also able to increase their customer base by 6% while maintaining above-service-level performance in the call centre and improving the brand NPS® by 7 points.

Thanks to Eyerys' escalation management the service recovery team was able to meet the goals of contacting low-scoring customers within 30 minutes, remedying and classifying the reason for their dissatisfaction. This closed-loop feedback not only decreased customer attribution but created an environment of rapid root-cause analysis and correction. The success of the multi-channel solution had seen a roughly 7% decrease in inbound calls, together with a marked drop in the number of complaints, allowing Multichoice to service more clients with fewer agents. Role-based reporting had empowered individual agents to own and improve their performance in real-time, creating an environment of continuous improvement towards the strategic vision.

Thanks to their partnership with Smoke[CI], our client has created an authentic, responsive and customer-focussed customer experience, which their end-users loved.

NPS®, CSAT and NES
30 Minute escalation response
Role-based reporting
Industry-leading CX insights
Reduction in staff inflation

Trust the experts to help you meet your goals. Smoke[CI] have friendly, experienced staff who are on hand to help you plan, build and measure your very own industry-leading Voice of the Customer programme.