



A SkyCreek White Paper

How to Enforce the Quality and Consistency of Front-Line Employee-Customer Interactions

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Think That You Can't Guarantee That Your Front-Line, Customer-Facing Employees Will Consistently Deliver Impressive, Brand Affirming Customer Experiences?

Think Again!

You must validate the quality of front-line employee-customer interactions to ensure consistent brand reinforcement at every customer touchpoint.

- Do you know how consistently your customer-facing employees deliver quality, brand-affirming experiences to your customers?
- Do you know who your top-performing front-line employees are –and who are your worst?
- Are you able to manage individual employee accountability to brand experience standards?
- Can you manage that accountability across your entire front-line service footprint?

You may think that conducting NPS and customer satisfaction surveys means you have sufficient intelligence on your front-line employee-customer interactions. If you can't answer those four questions, we're here to tell you that you don't.

Sure, your customer-facing employees receive training so that they can provide information, manage complaints, and prescribe resolutions. But when employees engage with customers, whether by phone, online, or in person, it's an opportunity to leave a lasting brand-affirming impression in the mind of the customer. Conversely, you the risk of dissatisfying the customer and motivating them to spread negative brand sentiments with every interaction.

Today's customers can tap into the social networks to broadcast negative experiences instantly. That means just one negative employee interaction can quickly cause customer defection, damage your reputation, skew brand perceptions, and invisibly sabotage marketing efforts. The truth is, you simply can no longer leave your front-line customer-employee experiences to chance.

Certifying the Quality of Customer-Employee Interactions

Today's businesses engage with customers in many ways, such as: retail interactions, in-home services, or in-office professional services. No matter how you connect with customers, you must:

- Survey and measure employee-customer experiences after service interactions
- Leverage experience quality and performance data to reinforce the importance of the customer experience
- Establish individual employee accountability across your entire service organization
- Manage, incentivize, penalize, and train inconsistent and low-quality customer-facing employees across the enterprise
- Detect any negative customer experiences in real-time and route them for customer follow-up and resolution

The bottom line: you need to collect detailed feedback from your customers on their experiences. These information lets you analyze customer experiences, train employees, and hold employees personally accountable for how they interact with customers., Companies which institute these experience quality controls can minimize poor customer experiences being delivered by their front-line employees.

SkyCreek Can Help

SkyCreek offers fully custom, integrated, enterprise solutions for front-line employee experience performance management. Our solutions feature advanced technical capabilities, all of which are fully customizable to meet your specific operational requirements:

Post-Interaction, Multi-Channel Surveys

You need to measure every customer interaction should be measured to ensure delivery of optimal service levels are delivered at every customer touch point. However, without the right technologies, following up with customers directly after an employee interaction is difficult. In today's connected world, you need multi-channel (IVR, Email, SMS) contact capabilities.

Some customers prefer contact via phone (IVR), while others prefer text messaging (SMS), or email. Having this intelligence gives you greater contact flexibility lets you gather important performance insights. This can drive customer satisfaction, loyalty, brand equity, and market share. If you lack multi-channel contact, you do not know about persistent customer service quality issues, which can lead to customer churn and brand erosion.

One way to keep tabs on every employee/customer interaction is with post-interaction surveys. You can send automated surveys to customers after every front-line interaction. Plus, your surveys can include either structured data and unstructured, open-ended customer feedback, or both.

Companies collecting customer opinion and feedback after each interaction, companies can measure, trend, and incentivize front-line employee experience performance. They can also easily spot highlight process defects and implement relevant improvements, even across a national footprint. Post-interaction surveys are even more effective when delivered via your customer's preferred method of contact, to ensure maximum response rates.

No matter the combination or the tactic, instituting low-cost, unobtrusive customer surveys are a vital business tool. They provide your company with the necessary data to increase the quality and consistency of front-line customer experiences. Plus, you can hold employees more accountable for achieving brand quality and personality targets.

Customer Sentiment Capture and Analysis

Structured surveys are only the first step in achieving high quality and experience consistency in your front-line customer employee interactions. Companies need to leverage the capability to accept and process unstructured, freeform customer

feedback, including voice comments via IVR, or written responses via email or text messages.

Unstructured feedback from customers provides a tremendous amount of raw intelligence about customer sentiment. Factors such as nuance, tone, and feeling can provide deep insights about customers' experiences with your company and the employee who served them. Simply put: customer sentiment is an unparalleled feedback instrument. It provides layers of additional insight into employee experience performance, process issues and friction points, and overall satisfaction and dissatisfaction with various components of customer experience.

SkyCreek clients receive daily customer sentiment reports rated individually by native, English speaking Americans who analyze each customer comment. We take this manual approach to provide a far more accurate, timely, and insightful analysis.

Our results are far superior to those provided by voice-to-text conversion solutions. Automated sentiment analysis typically misses many of subtleties that contribute to customer dissatisfaction.

Hierarchical Employee Experience Performance Reporting

It's one thing to have customer feedback. It's another thing entirely to tie the results of that feedback directly to the individual employee whose interaction with your customer helped shape it. Today's customer-oriented operations centers know that tracking individual employee experience performance leads to more consistent, higher quality customer experiences.

To compete, you need to drill down and roll up employee experience performance at multiple levels: regional, office, managerial, and even process levels. This empowers field service teams, customer support, retail operations, and even in-office customer account management can begin to define more acute customer experience objectives and hold employees personally accountable for their performance against those objectives.

By using actual customer feedback, managers can point out areas that need work. Moreover, customer service managers can analyze new interactions against incentive metrics for measured improvement, and even conduct experience coaching with employees who need improvement. Utilizing real examples, employees can understand how each team member can work together to maximize accountability and positively affect customer satisfaction and brand image, while driving down support costs and churn risks.

Customer Follow-up Coordination

There are many reasons why you need to contact customers during the course of a single day. These include: following up on missed appointments, reaching out to dissatisfied survey respondents, or contacting customers to ensure they understand and are complying with ordering and fulfillment processes.

Many companies have a lot of manual customer contact that is scattered throughout the organization. They lack any oversight to affirm interaction quality or consistency, or any way to certify that contact is happening as expected.

SkyCreek provides an innovative customer follow-up contact management platform. Our solution allows your employees to see all customers requiring manual follow-up contact in one place. Your teams can also view the different interactions that created the follow-up requirement. Plus, our solution organizes customers by the reason for follow-up contact, such as indicating dissatisfaction on a recent survey. It provides customer response teams the ability to initiate manual or automated contact to one or many customers to maximize the timeliness of response and the productivity of follow-up efforts. Employees can issue contact based on the customer's preferred methods of contact and their past answers and response rates by channel (IVR, email, text). Your team can also determine whether to contact the customer manually or to rely on predesigned, automated follow-up campaigns.

Employee Contact Compliance

Forward-thinking companies are seeking ways to take employee-customer contact compliance to new levels. Today, customer contact centers have the potential to become service differentiators instead of cost centers.

To achieve this goal, smart companies are turning to SkyCreek solutions to facilitate and enforce individual employee contact compliance requirements. For example, field service operators can now require their field technicians to contact customers one hour after a service visit to ensure they are satisfied with the service and that to check that the visit solved their problem. SkyCreek organizes and coordinates the entire effort and shields the technician from the complexity and detail of adhering to this requirement manually.

We help you manage who needs to be contacted, when, and by what method of contact. By routing technician and employee contact to the customer through SkyCreek, each interaction can be measured against company rules for field service compliance for timeliness, length of call, and even quality if paired with a post-interaction survey. Because calls route through our system rather than the technician's mobile phone, we can display a common caller ID (CNAM) further increasing answer rates.

Why SkyCreek?

From message quality, interaction design, customer preferences, technical requirements to past and future customer contact performance, SkyCreek professionally manages the performance and cost efficiency of some of the largest Fortune 500, front-line customer communication programs in North America.

We utilize a named, dedicated account management model for supporting our customers—assuring their specific customer contact requirements are optimally designed, customized to business objectives and jeopardy rules, and routinely tuned for performance and cost efficiency—to enhance the customer experience.

SkyCreek account managers have an average of 15 years of high-volume customer contact management experience in high-volume telecom, cable, retail, utilities and field service industries. This experience allows us to offer a unique consultative approach to designing customer communication programs. Our experts leverage our collective years of industry best-practices, the latest technologies and techniques, and insights from the largest scale contact operations to optimize customer contact performance and cost-efficiency.

Take a moment to look at those four questions again.

Then contact us to get started.



Front-Line Customer Contact & Experience Management

About SkyCreek

SkyCreek, professionally designs and manages custom multi-channel (IVR, Email, SMS) customer contact and experience management solutions. We optimize the cost-efficiency, experience quality, and operational performance of front-line customer-employee interactions for some of the largest national service providers and contact operations in North America. Our goal is to help companies elevate their use of customer contact technologies to attain breakthroughs in operational cost containment, customer satisfaction and service differentiation.

We do this by bringing together:

- 20 years of customer contact management experience in Fortune 500 service providers
- Hardened, scalable, and advanced multi-channel (IVR, Email, SMS) contact technologies
- Industry best practice contact strategies, interaction designs, messages and techniques
- Enterprise solution development and integration services
- Veteran dedicated contact program management and support
- A flexible partnership approach in working with customers

We host our solutions on our iContact and eTouchPoint platforms, residing on a fully-redundant, scalable, SSAE-16 compliant, geographically-dispersed service infrastructure with data centers in Reston, Chicago, Dallas and San Diego.

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