



Post Call Survey

Fact Sheet

Overview

Measuring Customer Satisfaction and First Contact Resolution are critical to capturing the overall customer experience.

Using recordings and reports, managers can view end results of a call and extrapolate customer satisfaction – but how do you find out how the customer really felt about their interaction with your business? Do your metrics truly reflect everything you need to know about their experience?

Surveying your customers when they call in allows your organization to capture their feedback immediately after an interaction with an agent. But if the customer had a bad experience on the call, what prevents the agent from “accidentally” forgetting to transfer the caller to the survey?

NEC UCB offers a fully integrated Post Call Survey moduleⁱ that gives customers the option to participate in a customer satisfaction survey at the completion of their call, without the agent’s knowledge or involvement.

Business Drivers

Many contact centers struggle with how to track First Contact Resolution (FCR). According to experts, the best way to measure FCR is from the customer’s perspective. Some studies show that 25 to 30 percent of a contact center’s operating cost is spent dissatisfying the customer – meaning not achieving FCR, and then having to correct it (usually with another call).

To put this into perspective, consider a contact center with the following statistics:

- Average Handle Time (AHT) = 210 seconds
- Call Volume = 150
- Seated Agents = 22

This center would achieve a service level of 85%/20 seconds. However, if the call volume increased 20% due to a low FCR the actual service level would drop from 85% to 30%!

Post Call Survey allows agents to be held accountable for doing things right the first time – increasing both Customer Satisfaction and First Contact Resolution. Think how much agent behavior would improve if they know that every single contact can potentially be rated by the customer!

How does Post Call Survey work?

While in the queue, an announcement can be played to some or all callers giving them the option to be involved in the survey. Those who elect to be surveyed are automatically transferred to a series of questions after the agent hangs up. The caller responds to the questions using their phone keypad.

Typically the survey is structured to ask questions regarding satisfaction with agent performance but can be used to survey other topics. Web based reporting of survey results are available by agent and queue. This allows agents to be held accountable for doing things the right way the first time – increasing both Customer Satisfaction and First Contact Resolution.

From an administration perspective, surveys can be easily created and configured using a GUI. Survey responses are stored in a Microsoft SQL Server databaseⁱⁱ and the reports can be viewed within a browser from any location on the LAN.

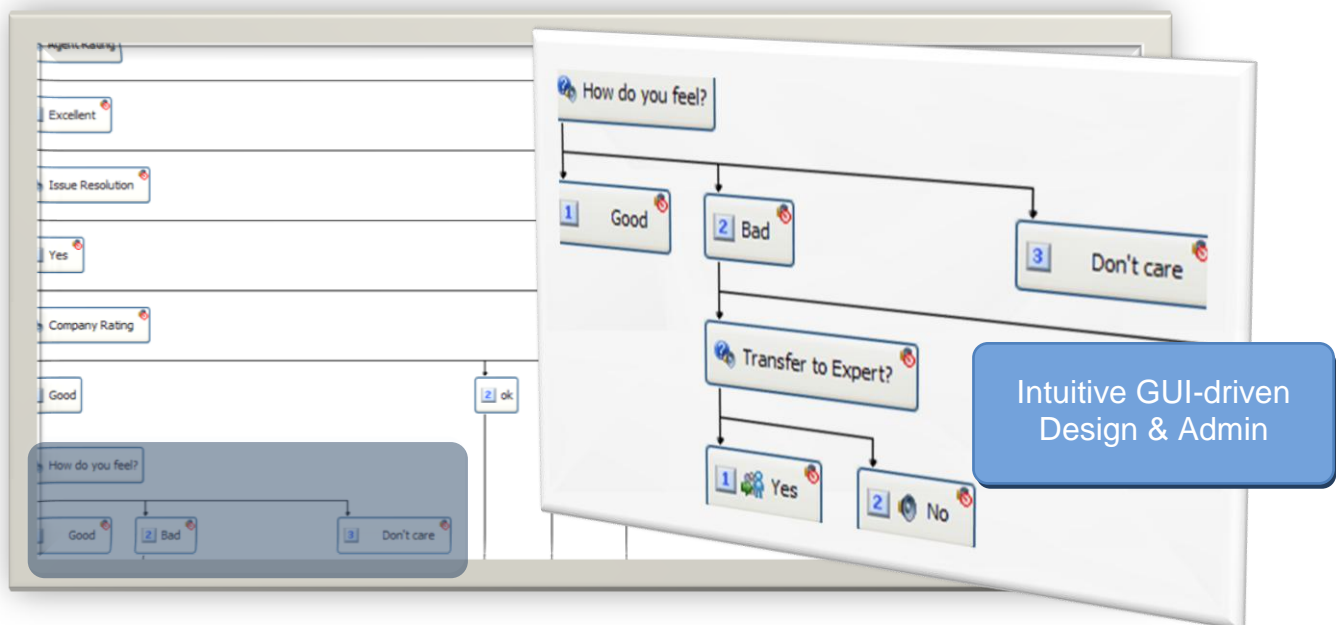


Figure 1. Post Call Survey Design Interface

ⁱ Available on the IPS/IPX/SV7000/SV8300/SV8500

ⁱⁱ Requires server and licenses for Microsoft SQL database