Grazitti Interactive®
Marketing for Digital Natives

CASE STUDY

Custom Reports for Multiple Support Channels

25 ↑
Point Increase in NPS

17% ↑
Improvement in First Contact Resolution (FCR)

21% ↑
Higher Customer Retention

THE CUSTOMER

The customer is a leading manufacturer of activity trackers and wireless-enabled wearable tech devices that help transform people's lives. Their products enable people to keep a track of and fulfil their health and fitness goals.

THE CONTEXT

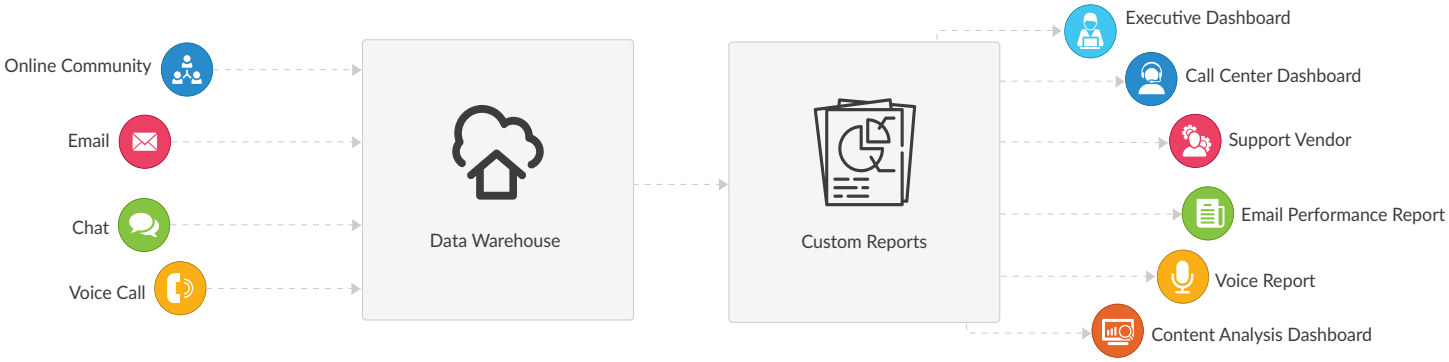
The customer has multiple channels—online community, email, chat, voice—from where people approach them for support. Multiple support channels resulted in their data being scattered. Due to this, the customer did not have adequate visibility into the performance of their support channels.

THE OBJECTIVES

The client wanted to seamlessly integrate the complete customer support experience. For this they wanted custom reports for all support channels across which their customers were engaging. This would enable them to dive deeper into seeing how their reps were resolving issues faced by their customers and allow them to offer better customer support.

THE SOLUTION

- To ascertain the efficacy of help content on the customer's online community, we fetched their data from Google Analytics to create content analytics reports.
- As the customer had two distinct online communities, we automated the data fetch and employed a filter to cycle through the KPIs of both communities in the report. This enabled the customer to improve case deflection.
- Moreover, since the customer had multiple call centers, they wanted to measure the performance of all their locations, along with agent performance. We centralized the data mining process by combining multiple streams of data allowing analysts to query a single database for all their reporting needs.
- Using the call center data, we created custom reports in Tableau, which gave the customer a 360° view across different call centers and provided crucial call metrics which enabled them to reduce case resolution time.
- We also created voice reports, which provided deep insights into calls, including voice trends by tenure, calls offered, handled calls etc. This helped improve the response time and increased the first contact resolution rate.
- Since email was another major support channel for the customer, we created custom email performance reports. These reports helped them understand key metrics like the number of new cases versus old, average response time, average service level etc.
- To provide effective customer support, the customer had multiple vendors across different locations. To compare all vendors, we created a vendor comparison report. This enabled the customer to deep dive into the performance of all their vendors and eventually offer better customer support.



THE OUTCOME

The custom reports for different support channels allowed the customer to have a holistic view of their customer support process. By having a 360°view across channels, the customer was able to not only improve their first contact resolution rate but also lower customer churn and increase their NPS.