

How Domestic & General increased customer satisfaction and reduced call center costs through the digital experience



**Domestic
& General**

CHALLENGE

Creating a seamless digital journey amidst rising customer expectations

Domestic & General (D&G) are experts in warranties, trusted by more than 16 million people in 11 countries. They provide product protection for a broad range of domestic appliances and consumer electronics, ranging from televisions and washing machines to boilers. Achieving the company's core goal — take the worry out of investing in a home or technology — requires providing experiences that make customers confident in their decision to use D&G. In 2015, they began shifting towards digital self-serve and have relied on ForeSee® to identify and prioritize which new digital customer journeys would best serve customers.

Prior to the use of ForeSee, many customer requests — from scheduling appointments to replacing appliances — weren't yet digital or weren't contributing to speed or efficiency, causing an influx of calls to the contact center. D&G's digital team, including James Turnbull, Director of Group Digital at Domestic & General, and Zeljka Stojanovic, Head of Digital Analytics, needed to see exactly which customer challenges were most pressing in order to pinpoint which digital experience changes would have the greatest impact. Doing so could not only lighten the load on their call center but improve satisfaction and further the organization's digital transformation efforts.

"It's very important to listen to our customers and look after their needs. You can develop something, but if people don't find it useful, not only does it not benefit customers, it may exacerbate problems." — Zeljka Stojanovic, Head of Digital Analytics.

23% increase in brand confidence

24% increase in the likelihood that a digital visitor will recommend Domestic & General to others

24% increase in the likelihood that a visitor will return and use our digital channels again next time

Results are based on data from a representative sample of Domestic & General site visitors from April 1st–June 30th, 2018 vs April 1st–June 30th, 2017

"Listening to the voice of our customers from the beginning of our digital transformation has helped us make the right decisions for our business."

JAMES TURNBULL

DIRECTOR, GROUP DIGITAL
AT D&G

SOLUTION

Data allows D&G to listen and respond to customer needs

Customers expect to complete tasks online. As D&G added customer journeys, they needed to ensure they focused on core objectives; help customers self-serve and easily complete all tasks using digital tools to improve experiences. In short, their goal was to orchestrate a digital transformation on a shoestring budget.

Clear Priorities, Better Product: D&G looked to ForeSee voice of customer (VOC) data to identify which products and services customers most wanted, and which changes would have the biggest impact on satisfaction. This data eventually began to drive product development, helping the team identify functionality and new features they hadn't thought of.

Quick Fixes in an Omnichannel World: ForeSee customer feedback and a system of real-time alerts reduced website issue resolution time from months to hours. Previous month-end reporting graduated to daily monitoring, allowing the team to be agile in implementing solutions to fix issues flagged by customer feedback.

What's more, verbatim survey responses found omnichannel fixes, too, such as increasing the number of engineers available for service calls via an online booking system, providing customers with important product details within the online replacement journey, and updating the homepage to prominently display important messages previously communicated only through the call center.

Great Expectations for Digital Journeys: ForeSee data shows customer expectations increase as companies rise to meet them. Now that D&G was offering digital tools and services, their customers wanted more and better experiences. For instance, where internal teams felt good about their quicker response times, customers wanted everything even faster.

Communicating these expectations and socializing the voice of customer became a crucial step in D&G's digital transformation, and the data is now used regularly outside of the digital team. While the CX, Customer Service, Technology, and Transformation teams gain insight, other departments recognize the benefits of listening to and acting on change led by VOC data.

OUTCOMES

Digital focus pays off across the organization

Once D&G was able to focus on the right changes throughout the company, it improved the functionality of its website and, by extension, the overall customer experience. By consulting, listening to, and acting on ForeSee's VOC data, D&G saw:

- ▶ 23% increase in brand confidence
- ▶ 24% increase in the likelihood that a digital visitor will recommend Domestic & General to others
- ▶ 24% increase in the likelihood that a visitor will return and use our digital channels again next time

The secret to D&G's success was listening, according to James Turnbull, Head of Digital: "We had very few resources and had to be strategic. VOC is now at the heart of everything we do. With ForeSee's help, our team is able to identify and focus on the right details and act with surgical precision to drive business results."

The bottom-line impact from these changes can be big. Based on industry standards, organizations that can make improvements like these could expect to save nearly \$260,000 per month in deflected call center operating costs alone; an impressive **\$3.1 MILLION PER YEAR**

Based on estimated average cost per call among ForeSee clients

LEARN HOW A CX SOLUTION CAN HELP YOU CUT COSTS AND GUIDE DIGITAL TRANSFORMATION

HELLO@FORESEE.COM