



Satisfaction Analytics Are The Cornerstone of Improving Customer Experience at House of Fraser

HOUSE OF FRASER

SINCE 1849

CHALLENGE

House of Fraser's multichannel retail organization didn't have consistent customer experience metrics, making it difficult to see the interconnected relationships between the contact center experience and the other channels.

SOLUTION

ForeSee CX Measure for Contact Center allowed House of Fraser to connect the dots between specific issues to quickly identify and address the customer pain points that had a significant impact on customer satisfaction.

RESULTS

House of Fraser built a compelling business case to address delivery complaints and reinforced the training and recognition of contact center agents, helping fulfill the company's commitment to providing an exceptional customer experience.

BACKGROUND

As one of the most recognizable names on High Street, House of Fraser has been committed to providing customers with unparalleled service and quality for over 160 years, with 62 stores across the U.K. and Ireland and e-commerce via houseoffraser.co.uk.

House of Fraser is dedicated to ensuring that each customer has an exceptional experience which is essential to differentiating the brand. The House of Fraser call center management team uses a variety of behavioural metrics to manage, motivate and train contact center agents. Even with performance metrics in place, call center management needed a tool to provide satisfaction data and actionable insights to identify root causes of service issues and improve contact center operations.



Merchandise purchased on the House of Fraser website can be shipped to over 128 locations worldwide.

CHALLENGE:

Existing metrics provided silo view of customer experience.

While House of Fraser had basic metrics related to sales and contact center volume to measure trends, they needed a way to collect actual voice of customer feedback in order to identify the underlying issues that were not revealed through these simple metrics.

“We have to work together to understand each other’s world from the customer’s perspective.”

SARAH CONNOR

HEAD OF CUSTOMER EXPERIENCE

The contact center management team implemented ForeSee CX Measure to quantify the contact center experience, complimenting existing satisfaction measurements for the website and store locations. The team was delightfully surprised by the depth of the insights they received. ForeSee CX Measure for Contact Center allowed them to connect the dots between specific issues to quickly identify and effectively correct customer

pain points where they had a significant impact on customer satisfaction. The ability to compare the contact center’s score to the scores from the website and store locations provided managers with a greater context and better understanding of the contact center’s role within the organization.

ACTIONABLE INSIGHT #1:

Quickly identifying the root cause of increased call volumes.

House of Fraser had recently launched a new delivery service that posed challenges with customer-facing tracking. Through continuous measurement, House of Fraser was able to recognize a simultaneous increase in customer calls and a decline in satisfaction scores related to agent knowledge. To determine if there was a correlation between the increase of calls and decline in satisfaction, management looked to ForeSee data. They discovered that many customers who called were actually frustrated with the visibility of the delivery status of their purchase on the website and rated their overall experience poorly, regardless of their experience with a contact center agent. Agents faced similar challenges

when trying to assist customers, which reflected poorly on agent knowledge. Discovery of the technical issue allowed contact center management to identify the root cause of dissatisfaction and focus resources on solving it.

By providing a complete view of the customer experience, ForeSee CX Measure for Contact Center also allowed House of Fraser to better understand customer issues related to the company's business overall. The feedback provided credible and detailed information regarding the challenges faced by customers. This allowed departments that ordinarily would not have access to this information, such as the implementation team, to receive recommendations to improve their segment of the business.

ACTIONABLE INSIGHT #2:

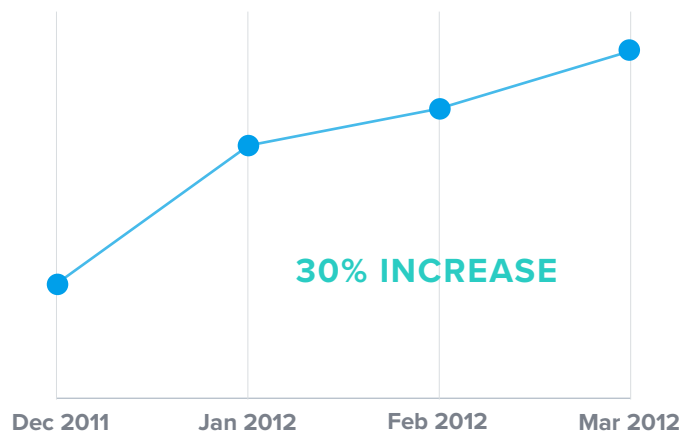
Customer-centric metrics support a unified goal — customer satisfaction.

ForeSee CX Measure for Contact Center provides the agent-specific verbatim feedback to manage and recognize outstanding performance in the contact center team, which is an essential tool for motivating agents to deliver on an exceptional House of Fraser experience. Management evaluates overall satisfaction with the contact center and drills down to uncover issues at the agent level. By identifying individuals that are underperforming in certain areas based on specific feedback, contact center management is able to create customized development plans to coach the staff to be their best and reinforce the brand's commitment to service. The depth of the analytics also provides opportunities to recognize and reward good work by taking anonymity out of the process and showcasing outstanding performance of each individual in the customers' words.

RESULTS

- ▶ House of Fraser saved hours of guesswork trying to troubleshoot contact center issues around delivery complaints. Using actual voice of customer feedback, including open-ended verbatim responses, contact center managers built a compelling business case to address delivery process changes quickly. Satisfaction rebounded as the delivery status expectations were addressed on the website.
- ▶ House of Fraser encourages their staff to “be at your best” every day. By utilizing a consistent, reliable metric to measure customer satisfaction, contact center managers are able to motivate their team, including the top performers, to continue to make improvements that will increase overall customer satisfaction.

HOUSE OF FRASER SATISFACTION UP 30% IN ONE QUARTER



ABOUT FORESEE

Founded in 2001, ForeSee is the pioneering leader in Voice of Customer solutions. Armed with the ForeSee CX Suite, more than 2,000 companies worldwide have transformed their VOC programs into a strategic and rigorous business discipline that delivers economic impact. Only ForeSee offers a multi-patented algorithmic approach to customer experience measurement, access to an unmatched 200 million benchmarked experiences, and actionable insights from a team of 200 expert analysts that give certainty to CX improvements.

CONTACT US

To learn how we can help you gain comprehensive insights into the impact and value of your customer experience, please contact us at 800-621-2850 or sales@foresee.com