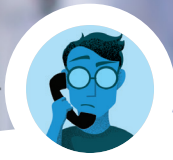


ForeSee Illuminates Link between Contact Center and Web Customer Experiences at 7th Largest US Utility Company



Website redesign leaves customers confused and unable to complete tasks.



To resolve issues, web users called the contact center where they faced a lack of information and answers from representatives.



ForeSee scores decreased, illuminating the connectedness between website and contact center channels.



New training practices made agents more informed, engaged and empowered, resulting in improved satisfaction.



Improvements in satisfaction in one channel can improve satisfaction across channels.

This ForeSee client is one of the largest utility companies in the U.S., providing water, sewer, and electric to customers throughout a Florida metro area.

Even though the utility company serves as the only provider in the area, they recognize that the customer experience still matters in a captive market. “Customers don’t compare their experience with us to other utility companies, but to all the other companies with which they do business,” says its Manager of Corporate Research. “It is expected that we provide a consistent experience regardless of which channel a customer chooses to use.”

After years of gauging customer satisfaction with their website solely from five questions as part of a larger transactional phone survey, the utility company adopted ForeSee’s proven and predictive

methodology to provide more actionable insights into how to better service their online customers. They also began using ForeSee to measure the customer experience with their contact center.

However, it was a site redesign that resulted in the company recognizing just how much changes to one channel affect the customer experience in another channel. Changes to the site navigation left web users confused and unable to complete basic tasks, such as paying their bill. This led to an influx of calls to the contact center as web users sought further information.

The contact center, unaware of the changes made to the website, was unprepared for the influx, leaving many calls abandoned – upwards of seven times as many from the month prior. Due to the lack of information regarding the redesigned site,

contact center agents were unable to answer questions from customers who were able to get through.

Customer satisfaction scores for the contact center dropped six points, from 82 to 76 on a 100-point scale, while the website scores plummeted to 60 from a prior average of 80.

“Through this experience, we found that our customers have a better and more satisfying experience when we provide them with seamless and consistent information between channels.”

MANAGER OF CORPORATE RESEARCH
7TH LARGEST MUNICIPAL UTILITY COMPANY IN U.S.

“Just because we have internal metrics that say we’re doing great, it doesn’t mean the customers think so.”

MANAGER OF CORPORATE RESEARCH 7TH LARGEST MUNICIPAL UTILITY COMPANY IN U.S.

“Organizationally, we were not fully prepared for how interconnected our channels were,” said its Manager of Corporate Research. “We were operating the web and contact center channels as completely separate silos of the organization. However, we quickly realized that is not how our customers view or utilize these resources.”

Customers’ utilization of multiple customer service channels to resolve issues also proved to be a costly one. With the cost per interaction with an agent at the contact center at approximately \$7 compared to a web cost of approximately \$.20, the data also led to the realization that an efficient and effective web experience better serves the needs of customers as well as supports the utility company’s bottom line.

COST PER INTERACTION

CALL CENTER	WEB
\$7.00	\$0.20

“Through this experience we have found that our customers have a better and more satisfying experience when we provide them with seamless and consistent information between channels,” says its Manager of Corporate Research.

The utility company used insights provided by ForeSee to identify key focus areas, including improving communication between the web and contact center teams and providing consistent messages and information between channels. Contact center agents are now notified of website changes prior to launch, empowering them with the information they need to quickly resolve issues and questions related to the online experience.

The utility company also utilized ForeSee data to make strategic decisions organizationally. It changed its training practices to focus more on skills like active listening and empathy, as it determined that agents who take the time to engage customers most often meet the customer’s needs on the first call, decreasing the number of repeat callers. Agents are now empowered to take the time needed to completely resolve and satisfy the customer.

The utility company recognizes that every customer-facing employee is ultimately responsible for the customer’s overall impression. “The more satisfied our customers are, the easier and better our jobs are.”

After making these improvements identified by ForeSee, satisfaction for website and contact center returned to pre-web launch levels, at 80 and above.

ABOUT FORESEE

ForeSee pioneered customer experience intelligence in 2001 and is a recognized leader in Voice of Customer (VOC) solutions. The award-winning ForeSee CX Suite helps more than 2,000 companies worldwide — in retail, government, financial services, healthcare, consumer packaged goods, and other industries — transform their VOC programs into a strategic business discipline that delivers economic impact. Only ForeSee offers a rigorous approach to customer experience measurement, access to an unmatched 250 million benchmarked experiences, and actionable insights from a team of expert analysts that give certainty to CX improvements. ForeSee is headquartered in Ann Arbor, MI and has offices in New York; Washington, DC; St. Louis; Cleveland; San Francisco; Vancouver; and London. For more information, visit www.foresee.com.

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