

Mulberry Consulting Practitioners calls – 30 July 2009 Featuring Federico Cesconi from CableCom Switzerland

On 30 July 2009 Mulberry Consulting held two practitioner calls. The calls were attended by a great many practitioners from around the world from the financial services, publishing, telecommunications, and IT services sectors.

Both calls started began by Federico Cesconi setting out the approach taken to collecting, analysing and acting upon customer feedback at Cablecom. Cablecom has 50% market share of the cable sector in Switzerland with around 1.5 million customers. It offers the full range of cable services – telephony, broadband, TV and mobile. Federico acknowledged that the telecoms sector generally did not have a great reputation for its customer experience and customer service. Customer feedback is broadly split into two domains: classic market research using Net Promoter surveys; and transactional surveys where individual customers are surveyed at specific touchpoints in the customer journey based on the transaction they have just had. This could be a call into the contact centre, paying a bill or an engineer visit to their premises, for example.

Cablecom use a customer feedback management solution (provided by Call Robot) which invites customers to participate in a multi-channel survey, collects and analyses the responses and triggers specific individual customer actions if required and reports on performance at individual touchpoints. Using open ended questions captures the true voice of the customer and brings it into the heart of the business to drive improvements in the customer experience. The feedback is also correlated with survival analysis to predict and address customer churn at key stages in the lifecycle.

Then, during both calls, practitioners had a Q&A session with Federico – the main themes were as follows:

- ***Is the customer feedback management system a bespoke solution?***
Federico explained that Call Robot is available as Software as a Service (SaaS) and therefore requires no large capital expenditure or systems integration to operate. The business specific the business rules to trigger surveys and the analysis and reporting framework. Call Robot can, however, be integrated to corporate ERP systems such as SAP or Oracle and integrate with the data warehouse.
- ***How do you ensure buy in from the rest of the organisation?***
The strong advice is not to attempt a big bang but to start small and pilot and test quickly in one area (customer group, service line etc) and be sure to gather the evidence at touchpoints demonstrate the benefits across the whole organisation.
- ***What sort of response rates are achieved?***
Cablecom see response rates of around 37% for the IVR channel and as high as 50% for web. It is important to keep the survey short; Cablecom ask a Net Promoter question, a satisfaction question and the open-ended question. The value comes in running the survey immediately after the touchpoint, which gives actionable feedback on agent or engineer performance.

Summing up the calls, David Hicks CEO of Mulberry Consulting, noted that getting the right measure in place and acting on customer feedback is critical to business success. The best advice was to focus initially on a small number of initiatives based on the key touchpoints and to start to measure the impact. The availability of SaaS technologies meant that large investments could be avoided. And key to success was to ensure that all parts of the business were aligned and understood their contribution to the overall customer experience.

Practitioner calls from Mulberry Consulting

Mulberry Consulting holds monthly calls exclusively for practitioners interested in customer experience issues. The calls are usually focused on a topical issue and participants are also able to suggest areas that they would like to discuss. The calls are a great way to learn about best practice, to identify and address common challenges – and to make new contacts. And on each call Mulberry Consulting is on hand to offer its unique perspectives and expertise.

Participation in the calls is by invitation only. To register an interest in joining future calls please [contact us](#).

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