Customer Effort Analysis as a Tool for Continuous Service Improvement

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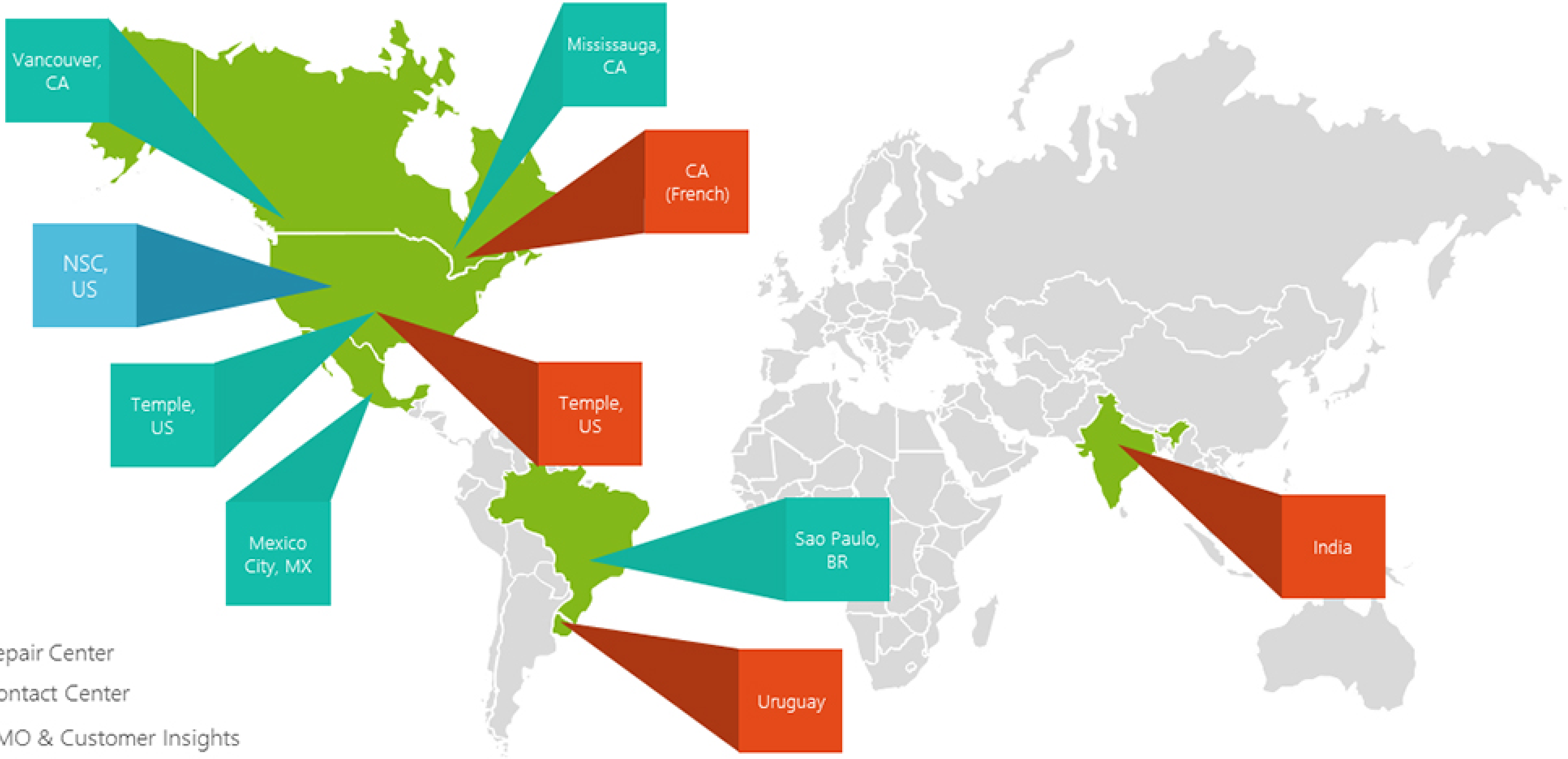
Speaker
Title
Company

Customer Effort Analysis as a Tool for Continuous Service Improvement

Agenda

- BI and Analytics Pros and Cons
- Acer's Voice of the Customer Journey
- Discovering Customer Effort
- The Bottom Line

Acer Customer Service Infrastructure – Western Hemisphere


Vancouver, CA
Mississauga, CA
CA (French)
NSC, US
Temple, US
Temple, US
Mexico City, MX
Sao Paulo, BR
India
Uruguay

🟩 Repair Center

🟥 Contact Center

🟦 PMO & Customer Insights

Pros and Cons of BI and Analytics

The narrow window for creating an analytics-based competitive advantage

Hard to duplicate

Unique

Adaptable to many situations

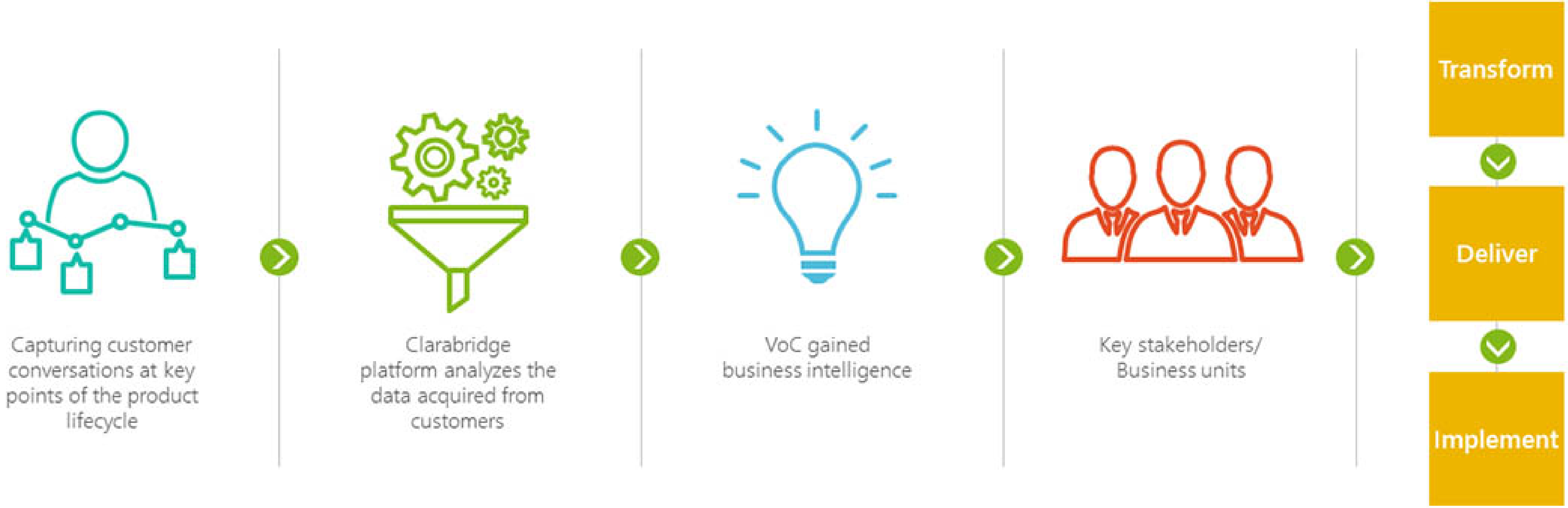
Better than the competition

Renewable

Source: Davenport, T. H., & Harris, J. G. (2007). Competing on analytics: the new science of winning. Harvard Business Press.

Acer's Voice of the Customer Journey

Acer "VoC" Architecture, driving continuous improvement



Capturing customer conversations at key points of the product lifecycle

Clarabridge platform analyzes the data acquired from customers

VoC gained business intelligence

Key stakeholders/ Business units

Transform

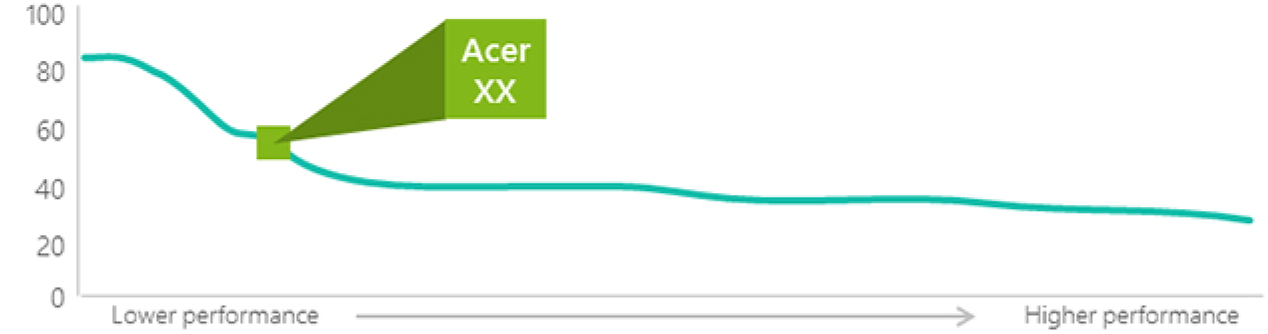
Deliver

Implement

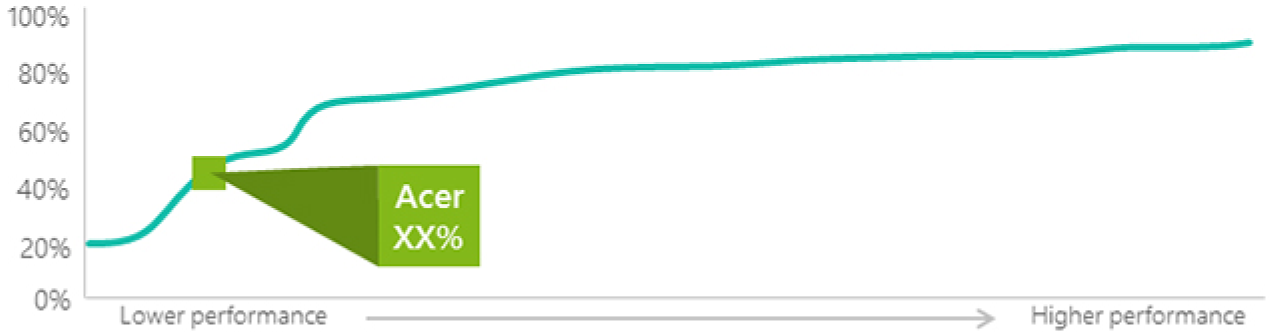
Discovering "Customer Effort"

Measuring customer effort performance

Overall customer effort – normalized average (0-100)



Application 2.0 – percent of customers



APP **2.0 Question**

The company made it easy for me to handle my issue.

(1) Strongly Disagree
(2) Disagree
(3) Somewhat Disagree
(4) Neither Agree nor Disagree
(5) Somewhat Agree
(6) Agree
(7) Strongly Agree

APP 2.0 = % Answering at least "Somewhat Agree"

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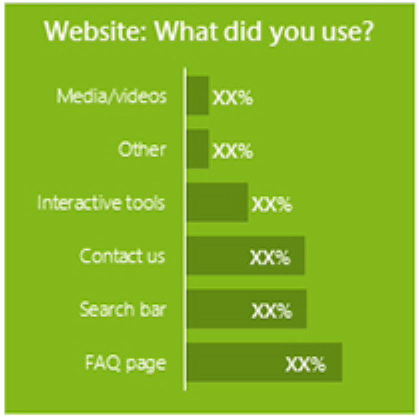
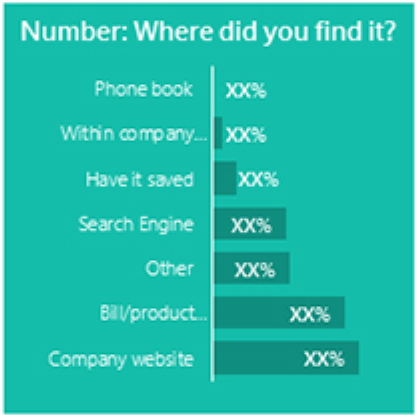
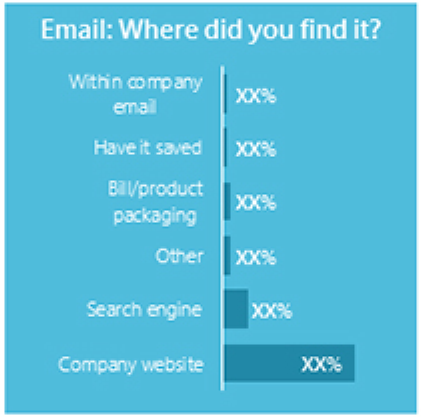
Discovering "Customer Effort"

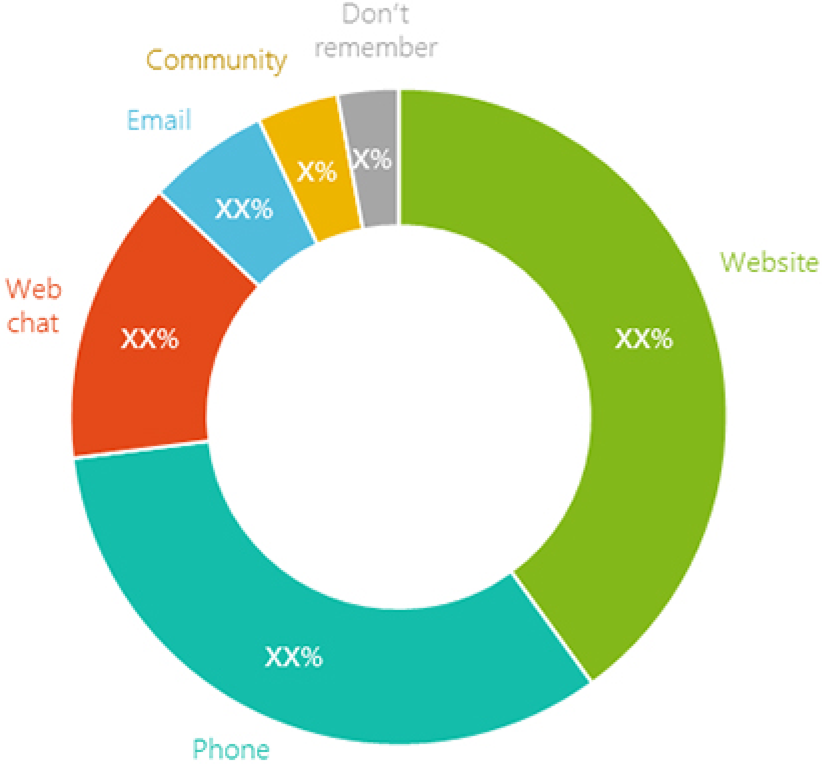
First contact channel choice

Where customers first go to resolve an issue









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Discovering "Customer Effort"

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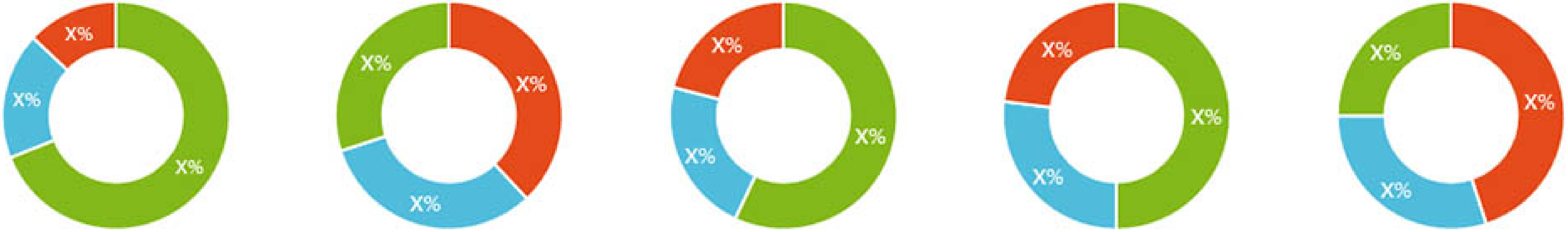
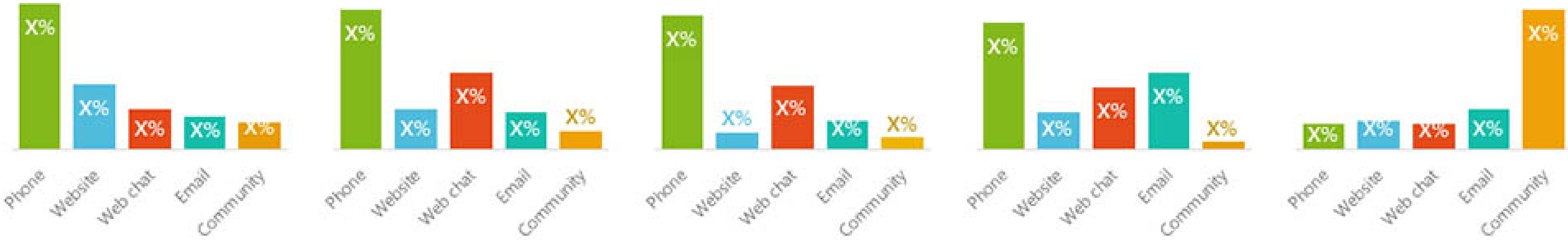
Improving alignment along the "Customer Journey"

First Channel Choice	Phone XX%	Website XX%	Web chat XX%	Email X%	Community X%

First Channel Outcome



Second Channel Choice



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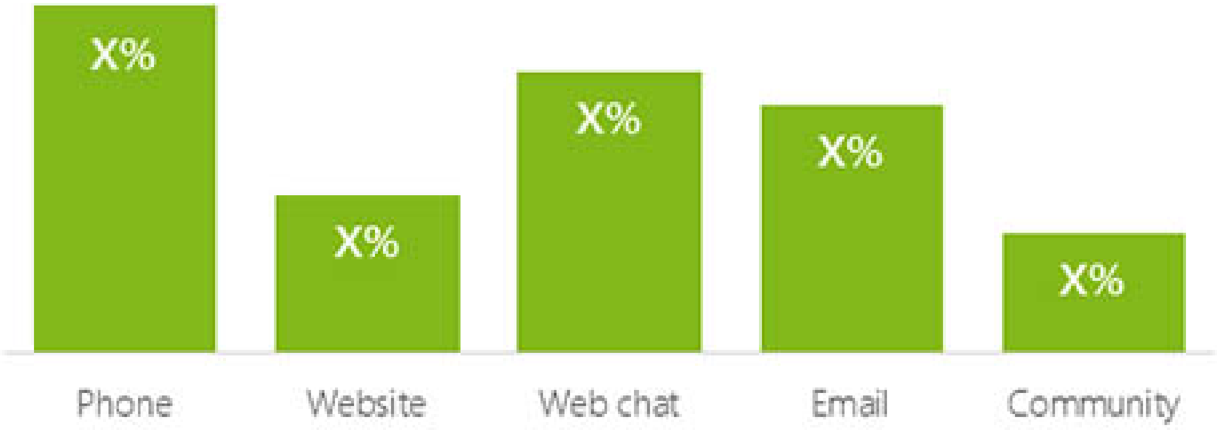
Discovering "Customer Effort"

Prioritizing channel improvements

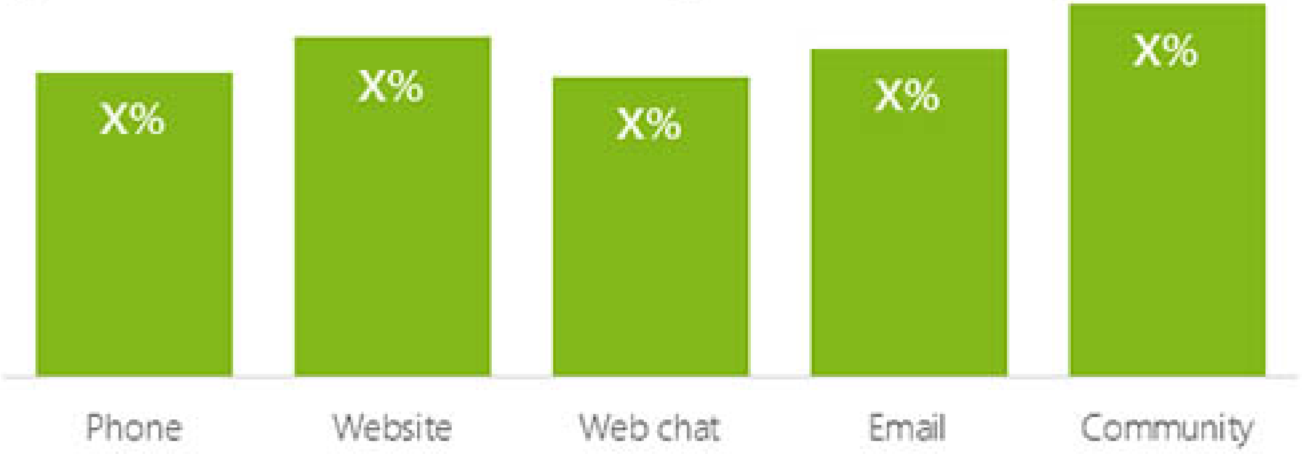
First contact resolution rates

By contact channel, percent of contacts



Customer effort to achieve resolution

By contact channel, customer averages



	First contact volume (as a % of total contacts)	First contact resolution	Customer effort to resolve issue (0=low, 100=high)	Channel leverage*
Phone	XX%	XX%	XX%	X.X
Website	XX%	XX%	XX%	X.X
Web chat	XX%	XX%	XX%	X.X
Email	XX%	XX%	XX%	X.X
Community	XX%	XX%	XX%	X.X

*Channel Leverage = First Contact Volume x (1-FCR) x customer effort. This is not meant as a true ROI measure, but as a means of comparing the importance of improving the customer experience across your channels given current performance.