CONTACT CENTRE SAVES 17,000 CUSTOMERS IN A YEAR

CASE STUDY: USING CLOSED LOOP FEEDBACK TECHNOLOGY

CHALLENGE
Due to the sheer volume of customer interactions for billing and support issues, this client started in the contact centre to reverse the trend of poor customer satisfaction.

Prior to implementing the Nielsen Listening Platform, the contact centre had no ability to take action on the feedback that was being received regarding its agents.

SOLUTION
Nielsen enabled closed loop feedback technology, providing an automated and scalable solution for the contact centre to flag which customers should receive a personalised call from a team leader based on their CSAT scores.

When a customer gave poor scores on important feedback questions, they would be automatically asked if they would like a callback from a team leader.

Mapping to the client’s organisational hierarchy, an alert is pushed to the appropriate team leader and logged for immediate follow-up. The Listening Platform can be configured with business rules to identify which customers (e.g. high value) and quantity of callbacks are completed based on internal resource requirements.

RESULTS
As a result of implementing Nielsen’s closed loop feedback protocol, the client achieved the following business results:

- 35% improvement in Likelihood to Renew as a result of the callback from a team leader
- 16,905 at risk customers saved
- Nearly €10.1M in revenue retained

The company’s improvement continues, 36 months after implementation, they have achieved a churn rate that is 66% lower than the industry average. Furthermore, they have the lowest customer complaints in the industry, with the nearest competitor having 10x their complaint volumes.

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