Boire Filler Group

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CUSTOMER SERVICE SATISFACTION ANALYSIS

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Company profile

The organization is a regional branch of a national Canadian consumer advocacy association. In addition to advocacy and support services, the association provides a variety of retail and financial services its large base of Members.

Business challenge/situation

Each month, this Client conducts a survey to measure Member Satisfaction with one of its core Member support services. Aggregate survey results for 2008 indicated that overall satisfaction for the service is high among local Club Members, but consistently lower than other regional Clubs and its own Member Satisfaction score objective. The Client engaged BFG in a study to identify key findings or insights that might assist them in improving Member Satisfaction score results (see Table 1 below).

Table 1

Q: Overall, how satisfied were you with the service you received?		
Response	**Actual %**	**Objective %**
"Totally Satisfied"	81%	85%
"Not Totally Satisfied"	19%	15%

Solution

BFG reviewed all available data relating to the Member experience during a Service Call:

- Post Service Call Member Survey information
- Service Centre Call transaction records
- Member database information
- StatsCan Socio-demographic data

Analyses were conducted to determine the strength of the relationship between different variables derived from each data source e.g. how strong was Member Age (from Member DB) related to "Time required to complete Service Call (from Service Call Transaction records)? From this preliminary analysis, predictive measurement tools were developed using a variety of different statistical routines to assign each Member with a score representing their "Likelihood to be Dissatisfied" in a Service Call.

A unique approach to the overall analysis was developed that enabled BFG to produce insights specific to each key time period in the Service Call event (see Table 2 below):

Table 2

Time Period	Data Source
1. Pre-Service Call	• Member database information • StatsCan
2. During Service Call	• Member info • Event Activity • StatsCan
3. Post Incident	All data sources

Key Benefits/Outcome

The study identified key drivers of Member dissatisfaction and isolated **four key areas** of opportunity for the Client to develop initiatives focused on improving Member Satisfaction:

1. **"Pre Incident" Prioritization Activities**

   Opportunity: Assign "likelihood to be dissatisfied" score to each Member

   - Create Member segments that could be prioritized or "triaged" appropriately in order to prevent dissatisfaction

2. **"During Service Call/In the Moment" Activities**

   Opportunity: Identify a key action "triggers" during a Service Call

   - Proactively contact a Member during the call to preempt dissatisfaction (vary by type of service and Member Dissatisfaction score)

3. **"Post Incident" Activities**

   Opportunity: Re-Score Members the day of/after a Service Call.

   - Implement post-service contact initiatives to minimize/mitigate dissatisfaction among Members likely to be dissatisfied

4. **Goal Setting and Reporting Activities**

   Opportunity: Produce a set of management reports based on key variables to monitor results (daily/weekly/monthly)

   - Use key findings to set goals that align employees along service delivery channel