



Mobile Market Development

Best Practice Application of Customer Service KPIs

Program: Maximising Wireless Profit

Price: 2500.00 EUR

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Description: Customer service as a function is one of the key elements within overall customer experience, providing help, support and advice to customers across the customer journey touchpoints of researching, trialling, buying, installing, using, renewing or leaving. The majority of customers today make multi-channel journeys trying to resolve their issues through digital channels before reaching out to a human over the phone or using chat, social media or messaging. Reaching out to a person usually means the issue is likely to be a more complex and high effort experience for the customer. In this context, the customer experience will essentially come down to the ease with which customers have their issue resolved in manner that satisfies their requirements. While NPS plays a central role in competitor, relationship and customer journey surveys we ask whether it makes sense to rely on it for transactional (post interaction) surveys where measuring the level of ease or effort in addition to qualitative verbatim feedback has the potential to offer more insight on where improvements need to be made. This report provides an overview of a series of performance and quality metrics used by telecom operators to manage operational performance, and gauge the quality of customer experiences across journey touchpoints. Network operators can utilise the examples of others' approach to measuring and reporting the effectiveness of their customer service function as input to their own improvement programmes.