FAB

SOLUTIONS

FAB Solutions: Practical CX

Helping Contact Centres DO
Better and BE Better

Our Mission

"Help Contact Centres DO better and BE better changing perception of Contact Centre through amazing Customer Experiences"

Our Vision

"To be the one stop shop for contact centres helping them optimise and create effective journeys for customers and employee's"

Our Guiding principles: How we operate

> Improving the customer journey is at the Centre of what we do

> We innovate using the newest techniques and latest concepts

> We create access for all levels to quality information

> We truly Partner and invest in our clients and customers

> We make Training and Knowledge the focus of employee experience

> Customer Experience and Employee Experience are central to what we do

What Impacts your Customer Experience?

Customer experience is a crucial part of the sales and servicing journey, it impacts how your customers feels, it impacts, how your employees feel, and it impacts how operationally efficient your business can be.

A clunky and broken Customer experienece can lead to Complaints, lost opportunities, risk of reputational damage, high staff attrition and generally a counter productive approach to doing business.

Of course, no-one really sets out to deliver a poor customer experience and sometimes if we don't lift the lids on our customer journey or ask the right questions, we'll never truly know how they feel until its too late of course.

For me there are four key areas which we can focus on to improve Customer Experience, I refer to these as the 4 CX Pillars

This guide helps you think about these pillars in more detail and what you can practically do to improve. break down

People	Process	Technology	Leadership
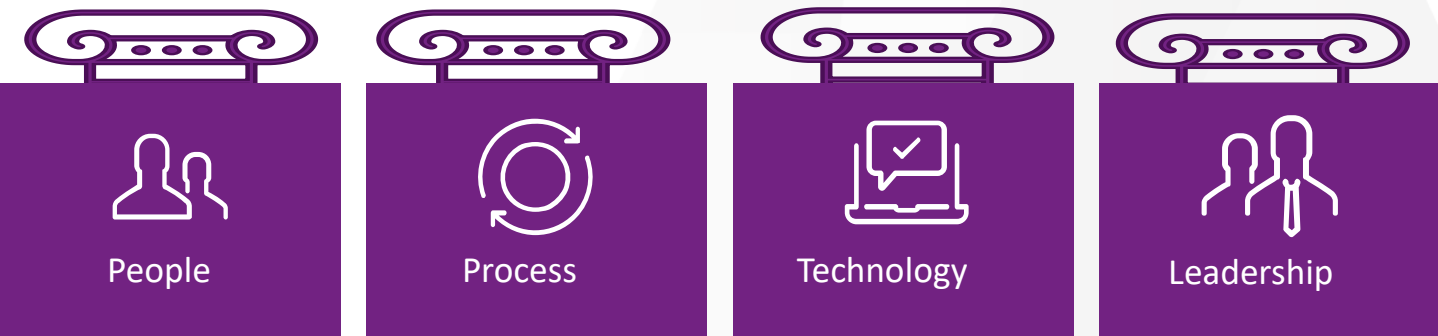
Most of the problems we find in customer feedback can be attributed back to a deficiency in one of the above areas, looking at these 4 areas how would you rate the Quality and effectiveness of each one out of 10 and how much of an impact are they having on your Contact Centre?

Add up your score for each area and divide this by 40, then multiply by 100%
That's your CX efficiency score – how's yours?

Drill down further into each of these and explore where deeper challenges may lie?

If we were to explore some of the sub reasons from the 4 Pillars and go deeper, we might find some of the below, and if we rated these in a spider diagram format on effectiveness, we'd clearly identify some of the key areas to start to investigate further.

But first we need to know what we are shooting for, so have a look at the next page.

Customer Experience wheel with four pillars:

- **Leadership** — Developing Leadership Capability to drive performance and growth
  - Training & Competency
  - Leadership development
  - Coaching Culture

- **People** — Building Culture and Knowledge to retain and develop colleagues
  - Training
  - Poor Culture
  - Sales effectiveness
  - Employee Engagement

- **Process** — Optimising Customer and employee Journey to increase Csat, NPS and reduce attrition
  - Poor Customer Journey Maps
  - Lack of Root Cause Analysis
  - Lack of insight

- **Technology** — Effective use of Technology to deliver ROI
  - Omni Channel Telephony
  - Quality Assurance
  - Speech Analytics
  - Knowledge Mgt

Create CX goal Statements - Great CX is defined by your desire to improve

Having a clear purpose for your contact Centre when it comes to Customer experience is important. Most contact centres desire to achieve some of the below outcomes but there are lots of things that get in the way, see next page! Being clear on what outcomes you want and how they will improve your customer experienece is the first step as it helps you evaluate the current reality and what the gaps are.

Use the below as inspiration if you like but what are your CX Goal Statements? Define them below

Great customer outcomes

We surprise and delight our customers understanding them and delivering Service excellence.

High performance Culture

Our teams deliver high levels of performance with a coaching culture and effective Leadership.

Innovative

We use technology to propel the contact centre forward, improving customer and employee experience

Best In Class Customer Journey

We strive to improve our customer experience using root cause analysis and process improvement

Highly engaged Workforce

We have a highly engaged team aligned to a common purpose, mission and values

Effective & Efficient Operation

We deliver a great customer journey with a robust operating rhythm effectively managing customer demand across all channels

Understand the current reality of your CX
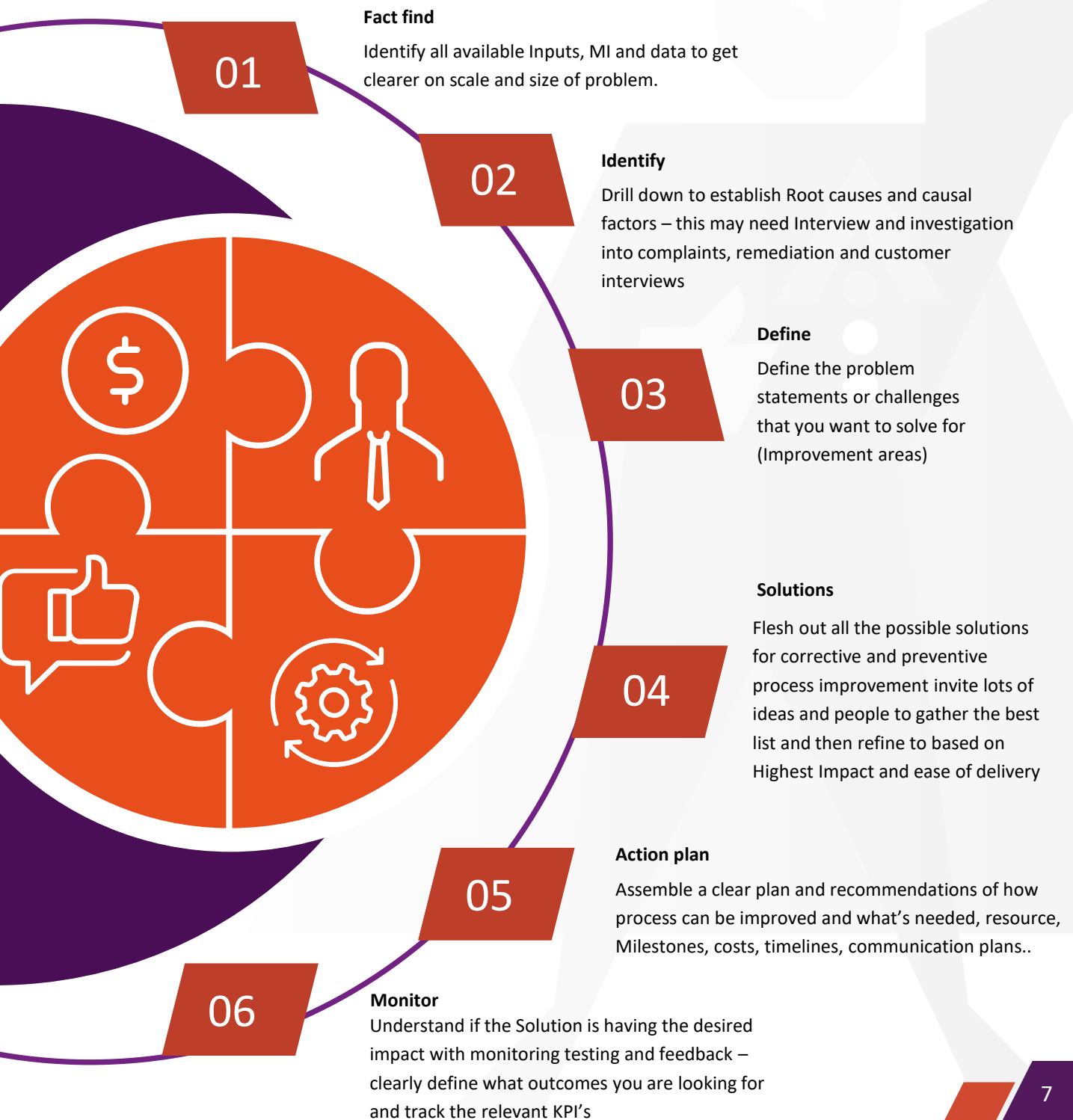# Goal statements and then prioritise

The mistake is to try and fix everything at once, the real test is to prioritise, understand the Interdependence of each one to your Customer experience and then agree which ones to move forward with, it's not to say you won't tackle them all, but which ones will have the biggest impact overall .

Identify which area will have the biggest impact to your Customer experience. Take a moment to think about and use these as examples if you like – which ones will you tackle first, and which will have the greatest impact on your Customer experience?

Poor customer outcomes
Service Levels aren't being consistently met, post sale barriers are created through high abandon call rates

Lack of Leadership capability
Quality assurance, Sales performance and productivity are a constant challenge with team leaders struggling to coach effectively and drive results

Manual and multisystem
Multiple systems with multiple areas to update and dual key, systems don't talk to each other, MI and insights are manual or non-existent

Clunky and complex Customer Journey
High complaints and low NPS and Csat are demonstrable results of clunky and complex customer journey's

Disengaged workforce
Our employee satisfaction results show high levels of disengagement, people vote with their feet and the culture feels toxic and no clear direction or purpose to follow

Inefficient Operation
People planning and resourcing is a challenge, high turnover and attrition and poor productivity are impacting how we operate and how we service customers.

Approach Customer experience through Process improvement

Process improvement is a key part developing your customer experience, the approach below will help you clearly define the problem you are trying to solve problems and consider how you can use customer data, employee feedback and customer verbatim responses to firmly grasp the issue and its impacts

01

Fact find

Identify all available Inputs, MI and data to get clearer on scale and size of problem.

02

Identify

Drill down to establish Root causes and causal factors – this may need Interview and investigation into complaints, remediation and customer interviews

03

Define

Define the problem statements or challenges that you want to solve for (Improvement areas)

04

Solutions

Flesh out all the possible solutions for corrective and preventive process improvement invite lots of ideas and people to gather the best list and then refine to based on Highest Impact and ease of delivery

05

Action plan

Assemble a clear plan and recommendations of how process can be improved and what's needed, resource, Milestones, costs, timelines, communication plans..

06

Monitor

Understand if the Solution is having the desired impact with monitoring testing and feedback – clearly define what outcomes you are looking for and track the relevant KPI's

Technology

Consider how you can leverage technology better, use technology to support Customer Experience for example Speech Analytics can not only streamline resource costs for QA its also a great tool for harvesting large amounts of date to understand how your customers feel about certain areas of your customer Journey, using sentiment analysis and key word searches for example to help you do root cause – How would you rate your current use of technology as a tool to enhance customer experience?

List all your technology platforms you use and rate their effectiveness out of 10 for enhancing CX – List what functionality they have to enhance your Customer experienece and now ask yourself if you are fully exploiting all the functionality available?

The CX Equation

01   Operational Excellence +

You Must have a strong stable operation if you stand any chance of improving your Customer experience. This is governed by your ability to handle you customers queries in the way in which your customer expect you to so at least a stable 80/20 platform – how would you rate your operational excellence?

02   Employee Experience =

People are the lifeblood of your contact centre, without happy and engaged team members and team leaders we will not get the results that we need so how are you investing and listening to what your teams are saying? What does your training programme look like, how are you communicating to your frontline and how often are you giving team leaders the opportunity to coach and develop their teams? High attrition is often a symptom of poor employee experience – how is your EE?

03   Great Customer Experience

The two of these combined can have a fundamental improvement on your customer experience without significant investment in lots of marketing activity, insights driven surveys and expensive think tanks – getting the basics right and building from a strong operation base and a happy and engaged workforce will pay dividends to your customer experience.

Contact Us in the following ways to learn more

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