BOOST YOUR Customer Listening

5 Best Practices

What is Customer Listening?

Above all, Customer Listening is a research-driven discipline that requires an open and scientific state of mind.

✓ It seeks concrete insights to improve the customer experience.

✓ It explores customer successes, friction points, and missed opportunities.

✓ It's a way to stay on top of—and address—customer issues.

It's tactical AND strategic.

Tactical:

✓ Did we resolve your issue?

✓ Did you find our associates courteous?

Strategic:

✓ How can we beat the competition?

✓ How can we increase customer loyalty?

✓ How can we demonstrate our brand through customer service?

Whether tactical or strategic, when done correctly, you'll forge better, more profitable relationships with your customers.

Customer Listening done well gives you 3 advantages.

✓ **Objectivity**   Control for bias and have *reliable facts* that you can share with stakeholders.

✓ **Insight**   Know *what customers expect and how they really feel* about you and your marketplace.

✓ **Details**   Discover the specifics of how to *boost employee engagement and customer happiness*!

On to the
5 Best
Practices!

#1

Measure objectively.

If your data fails to capture what's really going on with the customer experience, what's the point?

✓ **Use an accurate sample.**
It should be random, statistically valid, and representative of your customer base.

✓ **Eliminate bias.**
Remove leading statements, skewed scales, double-barreled questions, and other subjective constructs.

✓ **Test for replicability.**
Coding, categorization, and assessments…all analysts should arrive at the same conclusions.

Objectivity In Action:

Tech Support Follow-Up

NOT OBJECTIVE

How satisfied were you with our engineer?

	1	2	3	4	5	
Dissatisfied	○	○	○	○	○	**Satisfied**

This question is both **vague and leading.** What does satisfaction really mean? It also presumes customers were at least *somewhat* satisfied.

Tech Support Follow-Up

OBJECTIVE

How would you rate our engineer's expertise?

	1	2	3	4	5	
Poor	○	○	○	○	○	**Excellent**

This question is **specific** and asks about the engineer **in a neutral way**.

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#2

Use the right methods.

Surveys may be the default method, but they're not always the best tool. Ask what you need to know. Then, match your methods to those objectives.

✓ **Customer Interviews:**
Give you an in-depth view of your customers' expectations and they're the ideal way to uncover issues you didn't know to ask about.

✓ **Mystery Shops:**
Reveal customer service insights, especially regarding specific scenarios. They're also a great way to compare yourself to competitors.

✓ **Customer Service Evaluations:**
Quantify associate performance and identify communication gaps.

✓ **Surveys:**
Aggregate customer perceptions, but for many companies, response bias is a hurdle. Do your surveys with us and we'll solve for this problem!

#3 Appreciate your customers.

For Surveys:

- ✓ Ask compelling questions.

- ✓ Use dynamic logic to keep questions relevant.

- ✓ Add small tokens of appreciation such as gift cards and priority codes.

Here's Your Priority Code!

Thanks for being our customer and taking the time to share your feedback.

In appreciation, please use this priority code to jump to the front of the line next time you call in! You'll get this code by email as well. Code: A1-789

Or Consider:

- ✓ Using methods that don't burden your customers.
  For example, if you have contact centers, instead of surveying, analyze your calls, emails, and chats. This gives you data that is inherently more accurate and objective, without taxing your customers.

#4

Prioritize analysis.

This is where nuance and insights come in.

- ✓ **Segment** your data and code unstructured data—the point is to uncover themes!

- ✓ **Discover** what's driving your outcomes. It's the only way to prioritize next steps and actions. Simply knowing your Net Promoter or Satisfaction Score is not enough.

- ✓ **Collaborate** with an outside team to run statistics and triple check your facts.

- ✓ **Account** for the subtleties of the customer experience. This is crucial because experiences are comprised of multiple touchpoints and personas. In addition, experiences are largely subconscious and always evolving.

#5

Find the story in the data!

Motivate teams to act by sharing your Customer Listening through dynamic formats.

✓ **Use dashboards and audio.**
Audio + visual carries more impact than raw numbers and text alone.

✓ **Enable interactivity.**
Make sure you can filter your results by key elements e.g., product and associate.

✓ **Conduct findings reviews.**
Gather your teams regularly so you can assign next step actions.

1480

(N) Calls

Filters:

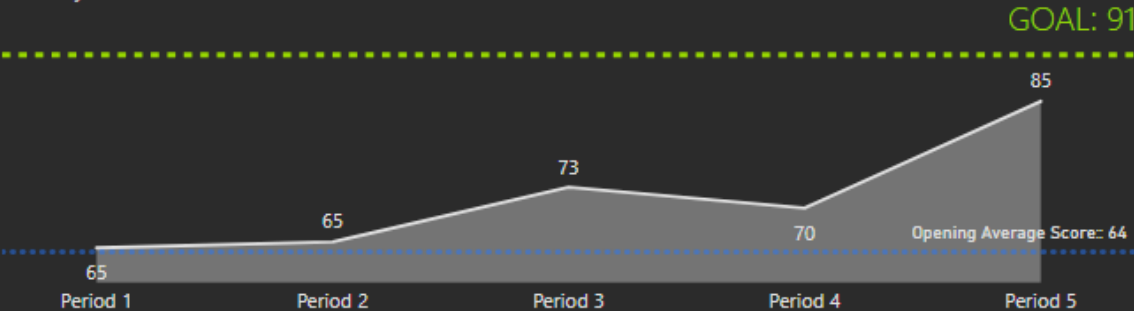☐ English
☐ Spanish

Team
☐ 1
☐ 2
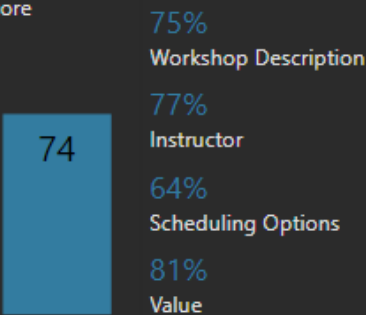☐ 3
☐ 4

Associate

| All | ⌄ |

Audit Period ⌄

| All | ⌄ |

QCI™ Score with Experience Distribution
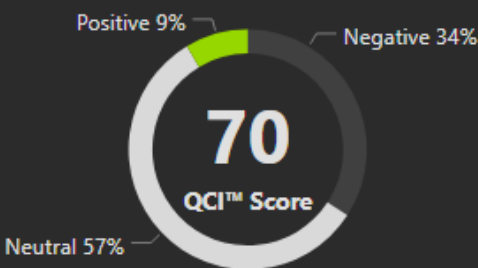
Positive 9%
Negative 34%

70
QCI™ Score

Neutral 57%

QCI™ by Audit Period

GOAL: 91

85

73

65

70

Opening Average Score: 64

65

Period 1   Period 2   Period 3   Period 4   Period 5

Information Score

74

75%
Workshop Description

77%
Instructor

64%
Scheduling Options

81%
Value

Empathy Score

64%
Engaging Questions

75%
In-Sync Words

78%
Uses Name

-8%
Distancing Cues

70

QCI™ Weighting

Efficiency 10%

Differentiation 15%

Information 45%

Empathy 30%

Differentiation Score

67

62%
Sets Apart

73%
Uptick

Efficiency Score

66

60%
Wait Time

72%
Pacing
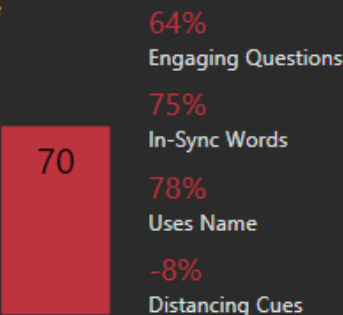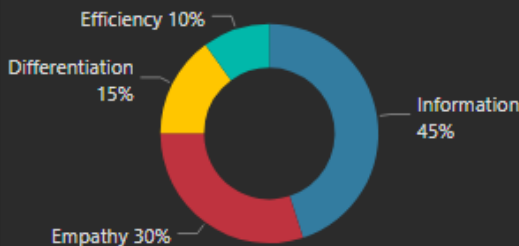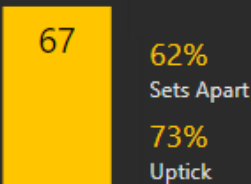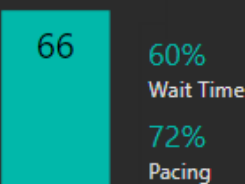
Inquiry Type Distribution

Inquiry A   44%

Inquiry B   25%

Inquiry C   18%

Inquiry D   13%
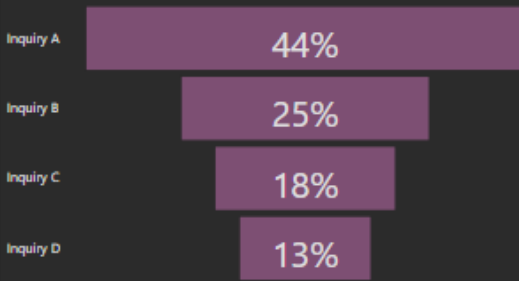
Next Steps ➡   **Scoring Rules**   **Experience Plans**   **Model Answers**

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Customer Surveys Anonymized

591
(N) Respondents

Filters:

9/15/2018   10/30/2018

Product Gro...
☐ Product A
☐ Product B
☐ Product C

Technician
☐ Bert Baker
☐ Jack Walta
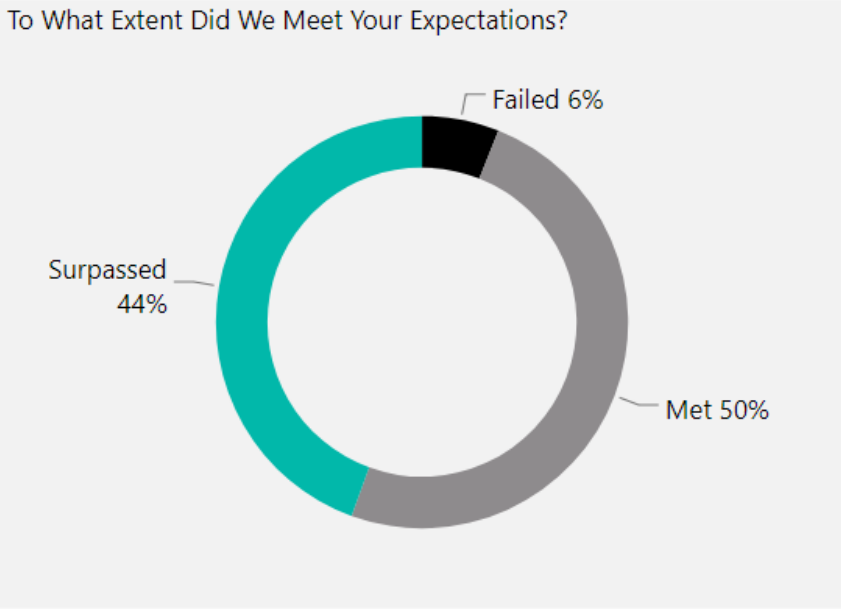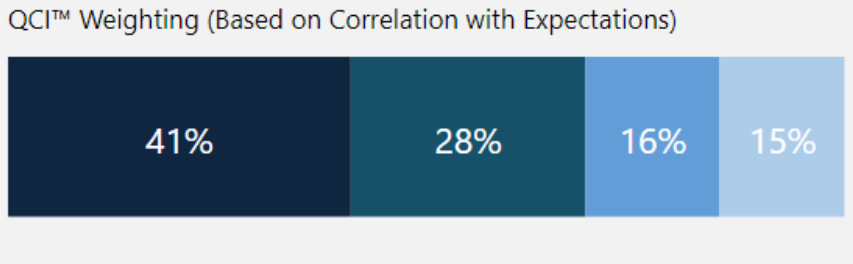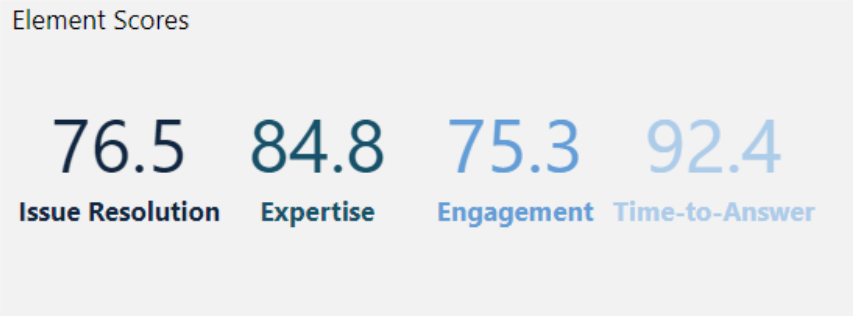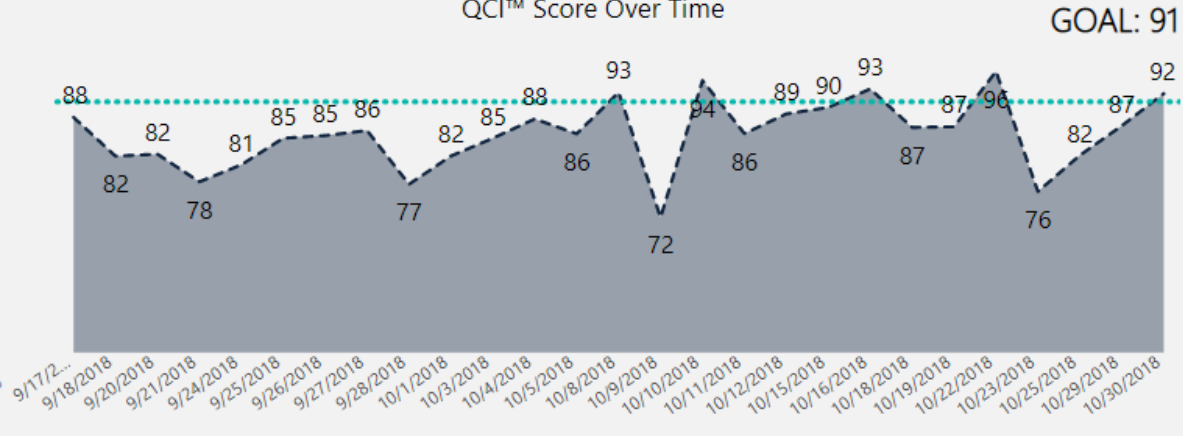☐ Larry Lupin
☐ Mike Smith
☐ Steve Carter
☐ Tim Moran

QCI™ Score with Experience Distribution

Negative 4%

84
QCI™ Score

Positive 49%

Neutral 47%

QCI™ Score Over Time   GOAL: 91

88 82 81 85 85 86 82 85 88 93 94 89 90 93 87 96 87 92
82 78 77 86 72 86 87 76 82

Element Scores

76.5   84.8   75.3   92.4
Issue Resolution   Expertise   Engagement   Time-to-Answer

To What Extent Did We Meet Your Expectations?

Failed 6%

Surpassed 44%

Met 50%

QCI™ Weighting (Based on Correlation with Expectations)

41%   28%   16%   15%

Key Drivers ➡   **Verbatim Analysis**   **Response Analysis**   **Tech Drill-Down**

The 5 best practices work together as a system.

✓ For example, interactive dashboards help you visualize your findings. But if your dashboards are based on biased data, your visualizations will be skewed.

✓ If you have objective survey questions but they don't engage your customers, you'll have a low completion rate—and even worse, misrepresentative data.

✓ For your Customer Listening program to be valuable, uphold ALL 5 best practices.

Interaction**Metrics**

Now, ask yourself the hard questions:

1 Are we measuring objectively?

2 Are we using the right methods?

3 Do we appreciate our customers?

4 Have we prioritized analysis?

5 Did we find the story in our data?

InteractionMetrics

Learn More!

Interaction Metrics is a Customer Experience agency. We uncover the insights you need to strengthen your customer relationships. Our surveys, interviews, and other research methods are the most science-forward (yet cost-effective) in the industry.

Know Your Customers