



Customer Experience Management

Customer experience is historically defined as the experience at point of interaction with a business.

Many organisations are now looking outside their contact centre to understand the root-cause of the customer's call.

Customer contact is often a result of recent unsatisfactory interaction with another part of the organisation.

Whether that interaction was an earlier phone call, a letter, a piece of marketing material or a process deficiency, the caller does not understand, is confused or is dissatisfied. The end result – they ring the contact centre...

Often, regardless of the experience a caller receives when they contact a contact centre, their overall experience with the organisation is already less than ideal. Organisations can be as good if not better at 'creating' customer queries than they are at 'resolving' them...

Contact Value Analysis

Nuqleus 3D is a software tool that automates the capture and analysis of the content and substance of every activity and interaction with a process or customer within your operation.

Nuqleus enables the detailed measurement of processes and productivity, providing you with accurate and insightful Operational Intelligence for a better understanding of exactly what is happening, why it is happening and how you can drive performance improvements.

Nuqleus complements and integrates with your existing Business Intelligence tools and reports, providing you with a truly three-dimensional view of your operation.

Nuqleus 3D is configured to automatically respond to events in other desktop applications and your telephony system to unlock the “reasons” behind customer contact.

Nuqleus independently captures details of the call in structured process metrics (tasks). As well as quantifying the volume and actual time taken per task in real-time, Nuqleus can instruct a staff member to ‘drill-down’ to qualify different aspects about the task. It does this by building question-based scripts that can be answered quickly on the task’s completion to capture the measures relevant to the operation at that time.

Agents often have intimate insight into the ‘reasons’ behind customer calls - they have just spent time talking with this individual, one-to-one. This agent knowledge is generally not measured real-time, and once the next call is underway is regularly lost.

The questions prompted by Nuqleus reveal the real reason contact has been made. A variety of questions can be prompted to understand:

- > How many calls are received as a result of a back office process defect?
- > How many calls are received as a result of correspondence received that is not clear?
- > How many calls are received requesting general information (service levels, procedure queries, what to do next...)?

Understanding why customers call and what actions are required to resolve their call first time is powerful knowledge which can be used to increase customer satisfaction...

The outcome of a call can also be important to a caller and depicts their overall experience with the organisation. Was the query resolved first time, has their query been referred to someone else, is someone going to call them back. All questions that if understood can help drive a first time resolution.

Nuqleus provides both real-time and retrospective reports, supporting management in key decision-making to effect improvements in their contact environment.



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