

Banking

Investing in Experience

KEY RESULTS



AT A TIME WHEN THE FINANCIAL SECTOR HAS COME UNDER great scrutiny and pressure to deliver more to their customers, KentReliance, part of the One Savings Bank Group, wanted a way to measure the service levels across all channels — branch, telephone, online and mail — to understand how customers feel the bank measures up against well-known competition.

THE CHALLENGE

KRBS partnered with Market Force Information® in 2011 to launch a customer satisfaction program. A survey was designed to help understand the customers experience through a consistent measurement across all channels.

Customers are invited to take part in the survey through comment cards, online by an email invitation, and post-call IVR giving customers a variety of ways to take part that suit them.



THE RESULTS

Early indications identified that there was disparity amongst the service channels and lower ratings being achieved in the channels KRBS were looking to for growth (online and telephone). Branch service levels and their Net Promoter Scores® (NPS) showed a very positive rating, online was some way behind, but the greatest surprise was from the call center operation. The overall call center experience and NPS ratings were the lowest, despite the fact in a separate call center survey ratings for the same team were far higher.

Reviewing all channels and the call center in particular, Market Force helped KRBS to identify key areas to improve. For the call center these have included greater ability to respond to customer queries during their first call, and similarly the ability to respond and action emails from customers, which are also handled by the call center.

Since the launch of the program, overall customer experience has increased 8% and customer advocacy scores using the NPS measurement showed considerable improvement, increasing 45.9%. The survey and the results it generates have been a crucial tool for the business and the program owner having had great visibility at senior levels of the business allowing key decisions to be made quickly and efficiently.

Our clients routinely solicit feedback on the customer experience through direct mail as well as emails.

Thought Leadership

877.329.9621
more-info@marketforce.com

Visit www.marketforce.com for more great content.



Protect your brand's reputation. Delight customers. Make more money.