



STORY

Our Client, a leading ecommerce retailer, had been struggling with customer dis-satisfaction due to shipping and promotion redemption issues. Call volumes had continued unabated and the traditional call monitoring efforts only captured the number as a broad category defect but were insufficient in truly understanding and analyzing the issue. Everyone could see it was driving costs and negatively impacting Customer Satisfaction scores (CSAT).

1840 & Company CX INSIGHTS was deployed to use our 3P (People, Process, Product) analysis and get to the 5th why (root cause) of the problem. 1840's Quality Analysts looked at the data collected and conducted focus group discussions, as well as one-on-one sessions, to help determine the root cause and identify a targeted action plan. The objective was to determine the exact pain points for JAPAN LOB CSAT and how to permanently resolve the issue.

CHALLENGE IN THE CONTACT CENTER

CSAT scores: JP LOB had been struggling in hitting and improving their CSAT performance ever since the business launch. Traditional contact center QA was addressing Agent behaviors but not addressing actual root cause of the problem resulting in both employee and customer frustration.

BASED ON INITIAL DATA CAPTURE, AND FOLLOW UP DISCUSSIONS WITH BOTH AGENTS AND CUSTOMERS, 1840 CX INSIGHTS DEVELOPED THE FOLLOWING HYPOTHESIS:

- Japanese customers are using a variety of IMEs (Input Method Editor). IME is an operating system component or program that allows any data, such as keyboard strokes or mouse movements to be received as input. In this way, users can enter characters and symbols not found on their input devices. Using an input method is obligatory for any language that has more graphemes than there are keys on the keyboard.
- Shipping provider delivers items outside the shipping window stated in the fine print restrictions of the deal.



JAPAN CSAT ENHANCEMENT

CONTRACTUAL PROCESS METRICS EMPLOYED



TOP CONTACT DRIVER BREAKDOWN



CSAT SCORE IMPROVEMENT PROGRESSION



ROOT CAUSE ANALYSIS

SPECIFIC ACTIONS BY 1840 CX INSIGHTS ANALYSTS

CATEGORY	KEY OBJECTIVE	ACTION REQUIRED	ACTION OWNER	TARGET COMPLETION	STATUS
TOP CONTACT DRIVER ANALYSIS	Identify top call reasons based on tickets created	Gather a minimum of 6 weeks data to provide more relevant analysis	REPORTING ANALYST	WEEKLY	ONGOING
CSAT SCORE IMPROVEMENT	Drive CSAT scores to passing marks	identify top DSAT driver	QA	WEEKLY	ONGOING
ROOT CAUSE ANALYSIS	Identify the factor the caused a non-conformante and permanently eliminate through process improvement.	3P Scrubbing	OPERATIONS	AS NEEDED	AS NEEDED

OBSERVATIONS FROM ANALYSIS:



Quality team worked with operations to identify the root cause of the top DSAT driver.



Operations and quality team were able to identify that the issue may be attributed to the keyboard used by the customer.



Drilling down further on the controllable hits, 1840 CX INSIGHTS identified the contact types shown below.



JAPAN CSAT ENHANCEMENT

ZENKAKU (FULL-WIDTH)

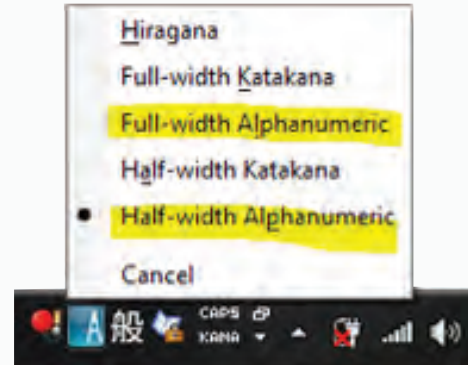
A B C
a b c

HANKAKU (HALF-WIDTH)

A B C
a b c

- Uncovered that the Japanese keyboard comes in two IMES.
- Japanese keyboard is either Zenkaku (fullwidth) or Hankaku (half-width).
- Promo codes entered in Zenkaku will produce an error and/or discount will not apply, as the system will not be able to read the characters, as it is twice the size of an ordinary character.

- For the Japanese keyboard, users can either choose Hankaku or Zenkaku as shown on the screenshot:



A DEEPER DIVE BY 1840 CX INSIGHTS INTO THE BROAD “SHIPPING ISSUE” CATEGORY UNCOVERED THE FOLLOWING:

- Preferred shipping provider is not meeting the committed delivery time-frame.
- One shipping provider only delivers once a week, for redistribution it was twice a week.
- Delivery could take as long as two weeks from product purchase to arrival depending on the shipping address.
- There were situations that some delivery takes more than one month until the item arrives, even if redelivery occurs. Well outside contractual commitments.

CLIENT ACTIONS:

- Client added additional premise on promotional code announcements advising customers to use the appropriate type of IME on their keyboards to avoid any errors.
- Client changed shipping provider to a more efficient one that delivers daily.

	CSAT	MoM IMPROVEMENT
MONTH 1	58.7% ●	
MONTH 2	69.0% ●	17.6%
MONTH 3	83.8% ●	21.4%
MONTH 4	84.6% ●	1.0%
MONTH 5	85.9% ●	1.6%
TOTAL CSAT IMPROVEMENT		46.5%

RESULTS:

- Improved customer satisfaction by 46.5%.
- A 23% reduction in customer contacts or annual savings of \$330,000.

