

Improving the Customer Experience

Whether it's Out of Hours calls, Unanswered or Engaged contacts, or failures in the IVR system, a worrying 20% of total calls never even make it through to an agent. And without insight into these most problematic interactions, it's impossible for organisations to deliver an end-to-end excellent customer experience.

Uncovering new Customer Experience insights

Because Rapport captures 100% of all customer call attempts to engage with your brand, you can not only uncover new insight into your customer experience but also identify how hard your customers are having to work on engagement.

Rapport's Insight Service and browser-based Dashboard & Data Store complement your existing data and analytics tools to provide you with a true end-to-end picture of your customer journey. As well as seeing the performance of each touch-point and trends over time, Rapport also helps you to compare the performance of each media or call centre.

How easy are you to do business with over the phone?

Unlike traditional Customer Effort tools that can only report historically, Rapport's approach goes beyond Harvard Business School's Customer Effort Score methodology to provide a far more comprehensive and robust measure.

We combine a 24x7x365 measure of all client calls – assessing ten different touch-points in the customer journey that you can view online in the Rapport Dashboard & Data Store. Rapport Customer Effort Scoring provides an accurate next day understanding of the customer experience offered, enabling immediate action to be taken to reverse potential issues at the earliest opportunity. No more frustrating delays waiting for a third party research company to compile reports!

AUTOMATIC TREND CALCUALTIONS



"As a result of using Rapport to independently audit one of our main call centre operations, they uncovered valuable hidden issues affecting the customer experience that we were able to fix very quickly."

Senior Customer Propositions Manager, Barclays



Key Rapport highlights for Improving the Customer Experience include:

- 24x7x365 accurate understanding of the Customer Experience
- 100% of client calls scored for comprehensive Customer Effort ratings
- Ability to focus management effort – reversing potential issues at the earliest opportunity
- Visually highlighting areas of additional Customer Effort
- Automatic calculation of trends including "Year on Year"
- Daily email alerts saving time getting to operational issues

So for rapid insight into the multiple performance and process bottlenecks that could be contributing to a poor experience for your customers, Rapport gives the answers you need.



EMEA

+44 344 412 3000
info@sabio.co.uk
www.sabio.co.uk
@sabiosense

APAC

+65 6812 0560
info@sabio-apac.com
www.sabio-apac.com
@sabiosense