



Customer Experience Management

Increasing Satisfaction and Reducing Cost



Are your Customers contacting you as a result of interaction that's gone wrong?

Understanding why a Customer makes contact may mean looking beyond the Contact Centre. It is critical to know if Customers contact you because of something that could have been avoided in the first place.

In today's competitive market, providing the best service at lowest cost is a goal many work towards, but few achieve. **eg** provides **intelligent operations management**: software solutions and services to businesses that need to improve service and reduce costs, whilst also maximising the return on any investment they make.

The **eg** approach to Customer Experience Management



How many calls, letters or mails could have been avoided?

Organisations can be as good (if not better) at creating customer queries as they are at resolving them.

Whatever the interaction, are you now dealing with a Customer because they didn't understand, were confused or just dissatisfied in the first place? Whatever the cause, you need to know, as the end result is more work for your people.

Unlock the reasons behind Customer Contact

eg operational intelligence[®] captures the details you need automatically. By responding to events in applications and telephony systems, it efficiently quantifies the volumes and actual time taken in real-time, whilst providing the capability for your people to qualify why things are happening. Through a range of solutions, including question-based scripts that can be answered quickly, you can capture the measures relevant to the activity, as it occurs.

The valuable insight you need on the reasons behind Customer contact can be captured in real-time, in order to understand:

- How many calls are received as a result of a process defect?
- Why do we receive contact?
- What requests are received for generic information that could have been made available beforehand?

Understanding why we receive contact and what we need to do to resolve first time is powerful: increasing customer satisfaction and reducing cost. The outcomes achieved by your people are key to your Customers and their view of the service you provide in meeting their needs:

- Was the query resolved first time?
- Could it have been avoided?
- Has it been referred to someone else?
- Will the Customer be called back?

All questions that **eg operational intelligence**[®] can help you answer and all questions that if understood, can increase satisfaction, loyalty and advocacy for your organisation.

eg intelligent operations management: providing real-time and historic information to support the management of key actions for improving your Customer's experience.

Reducing cost and improving the customer experience through **eg's** intelligent operations management is crucial to help your organisation meet the competitive challenge.

More information can be found at www.egwfo.com



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eg solutions plc is an operations management software applications vendor. Our software provides real-time, historic and predictive Operational MI. When implemented with our training programme for Managers and Team Leaders to use this intelligence, we guarantee improvements in operational results in short timescales.