

# CX: DELIVERING HAPPINESS

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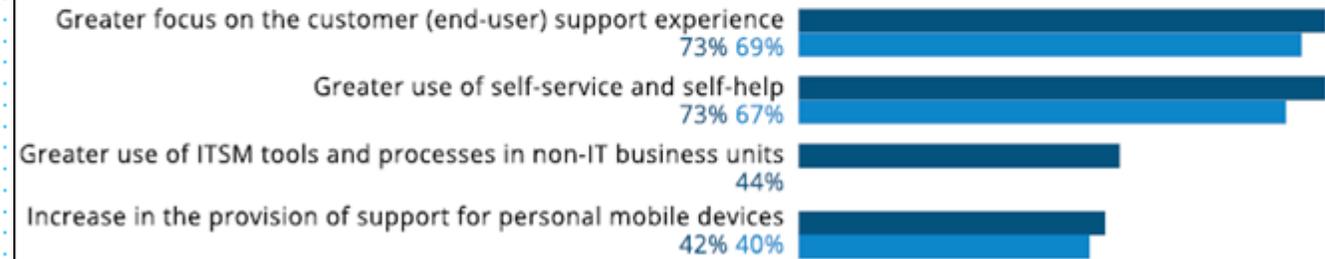
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We noticed a common theme...

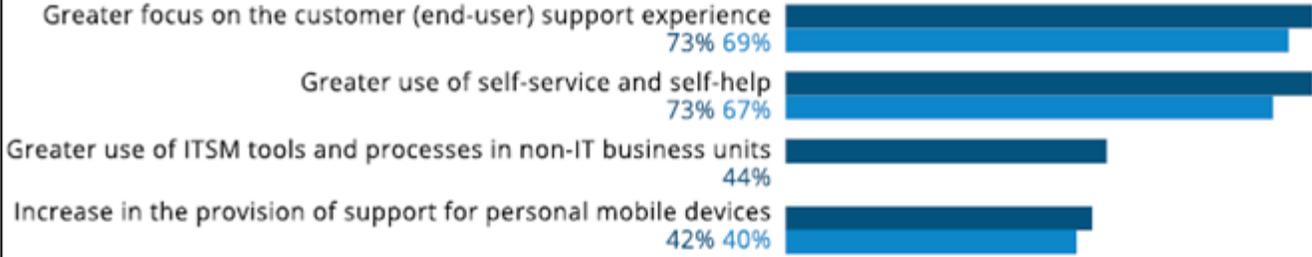
During the next 12 months, which of the following do you expect to see?



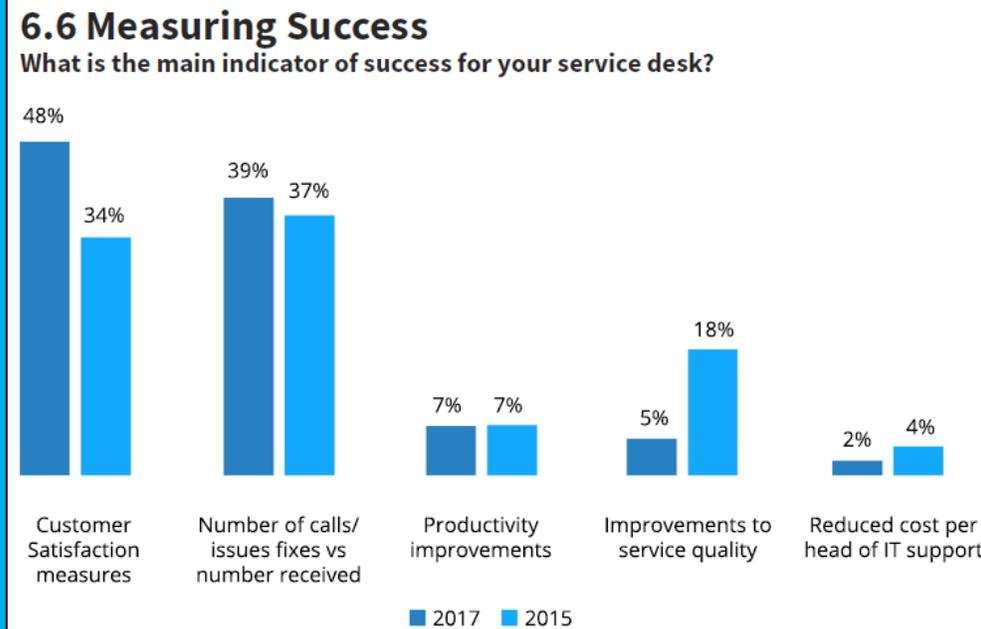
View From The Frontline

# We noticed a common theme...

During the next 12 months, which of the following do you expect to see?

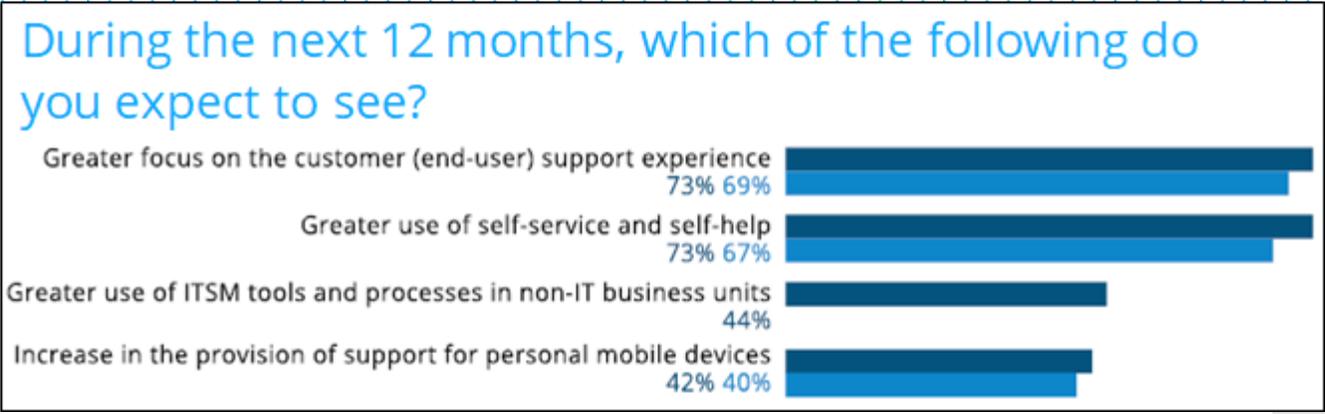


View From The Frontline

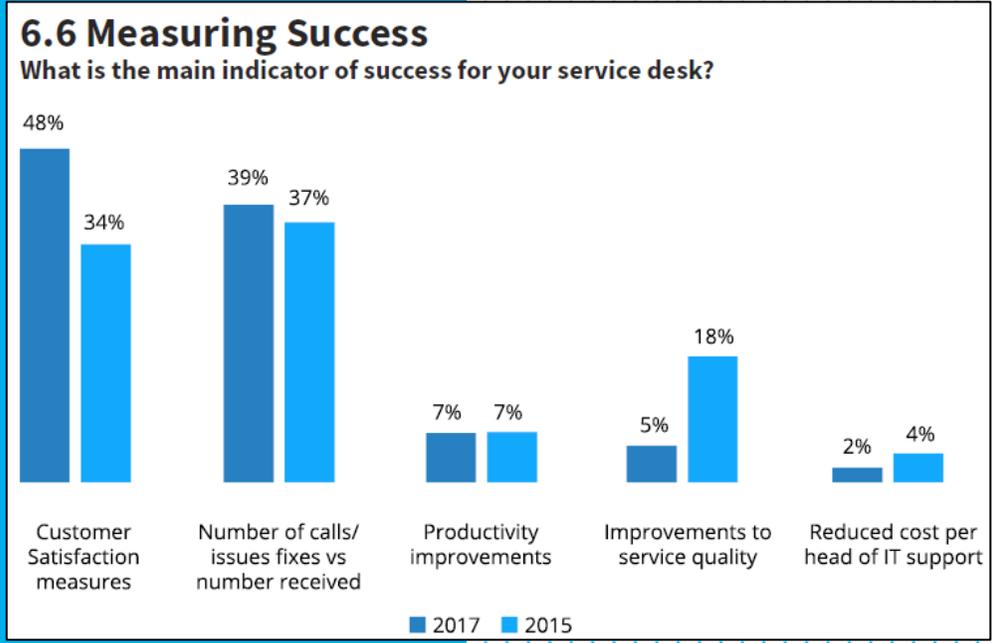


Service Desk Benchmarking Report

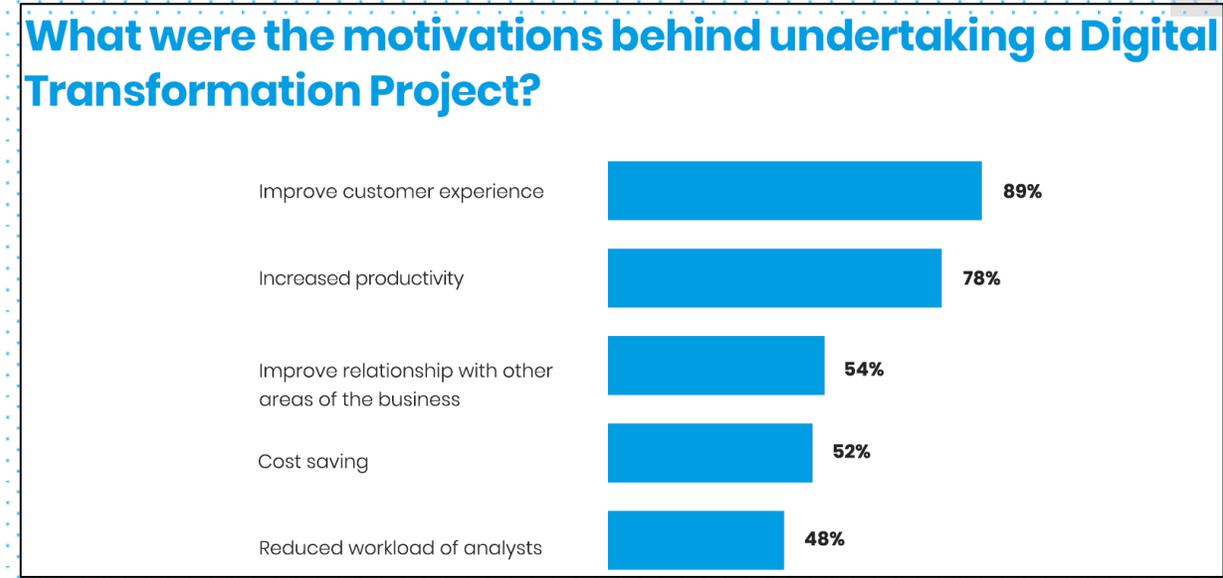
# We noticed a common theme...



View From The Frontline



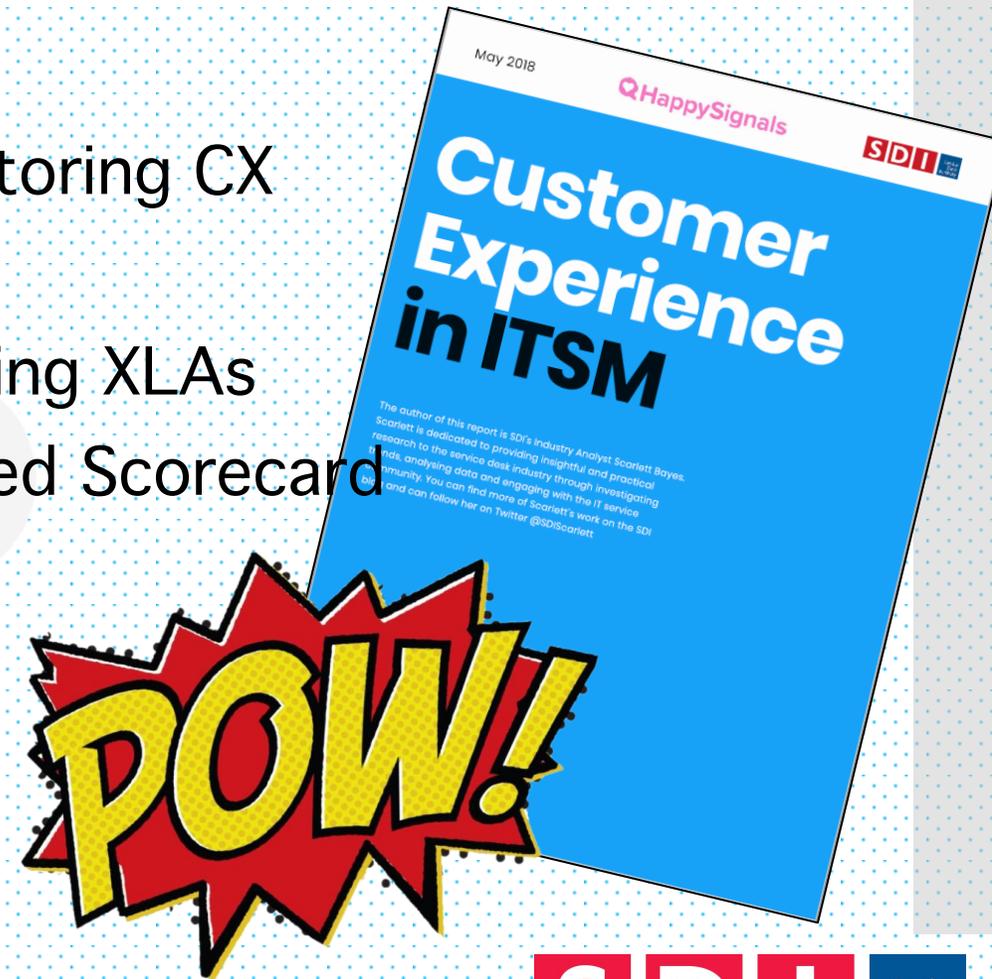
Service Desk Benchmarking Report



Digital Transformation

# Overview

- CSAT vs CX
- Methods for monitoring CX
- SLAs vs XLAs
- Key KPIs for forming XLAs
- Creating a Balanced Scorecard



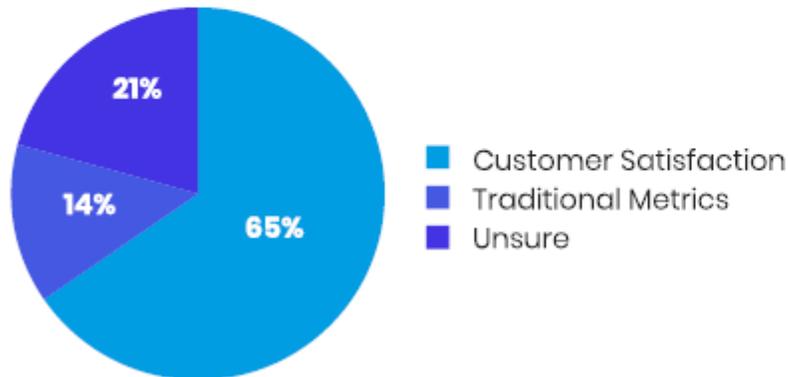
# CSAT vs CX

- CSAT focuses on a customer's single interaction with the service desk
- CX looks at a customer's overall experience of the service desk
- CSAT and Customer Perception affect CX
- The industry is placing more importance on CX

# CSAT vs CX

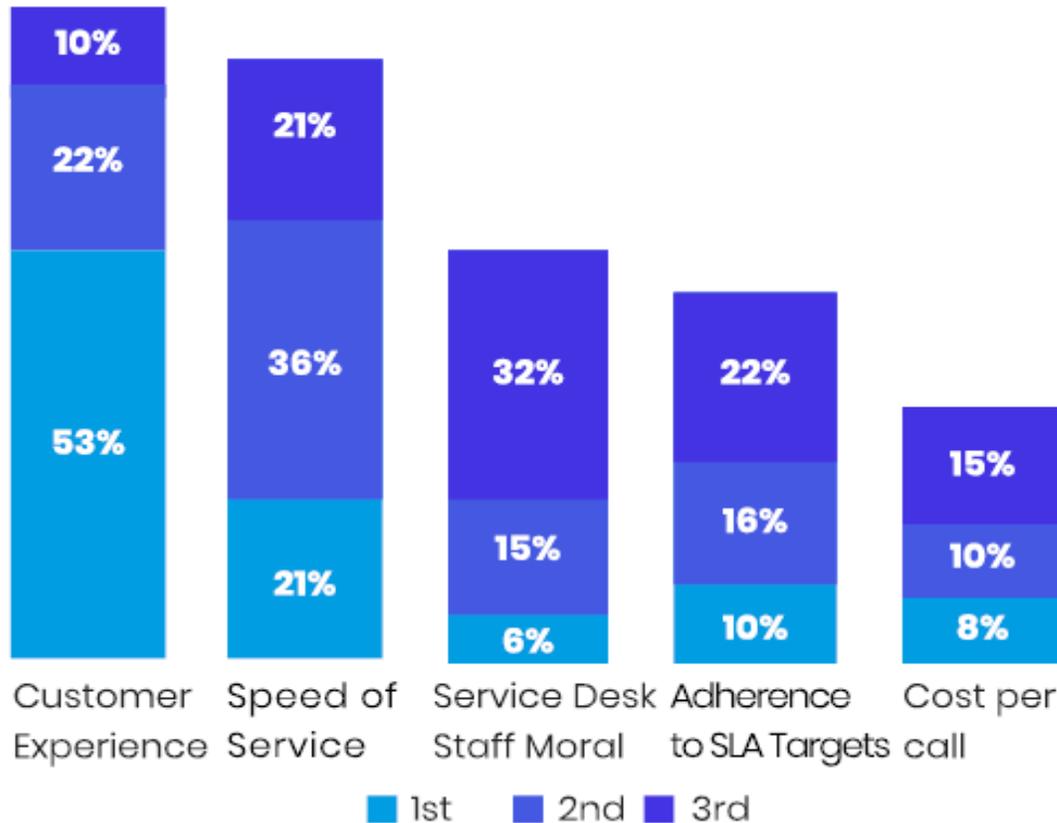
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- CX looks at a customer's overall experience of the service desk

**Do you find more value in Customer Satisfaction measures or traditional metrics, i.e. first-time fix?**

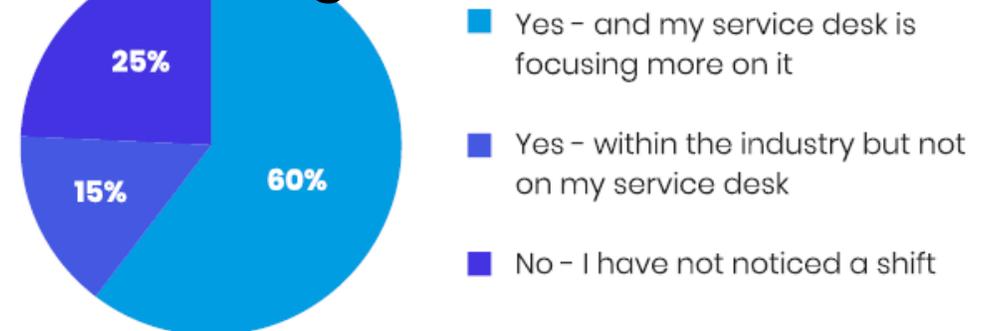


# What are we seeing in the industry?

Please rank these in terms of importance to your organisation.



Have you noticed a shift of focus towards monitoring Customer Experience over/alongside SLAs?

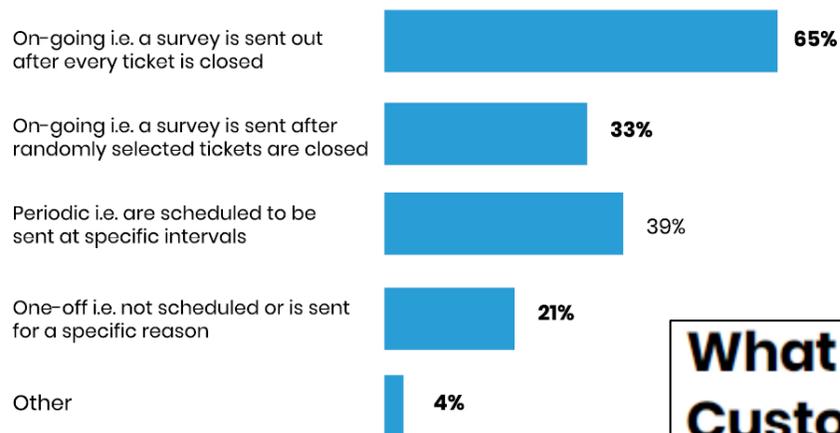


# Why CX?

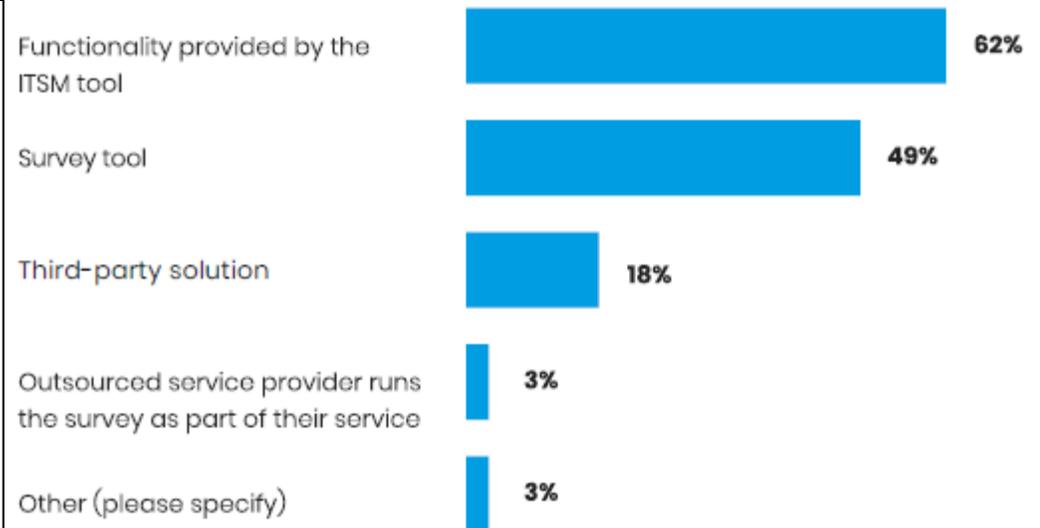
- Customers are interested in the experience of the service more than SLA targets being met
- SLA targets can influence behaviour and devalue the service for the customer
- Excellent CX can lead to a community of customer advocates and promote customer centricity

# How to monitor CX

## What type of surveys do you use to survey customers?

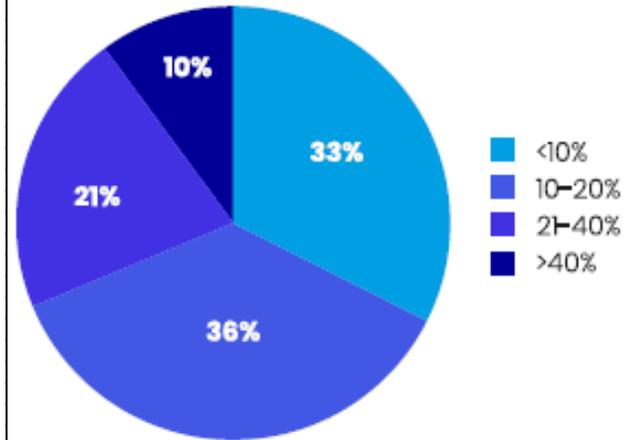


## What platform are you using for measuring Customer Satisfaction?



# Increasing response rates

## What is the average response rate to Customer Satisfaction surveys?



- Fast
- Simple
- Convenient



Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

**Submit**

## Rate our Customer Service



Please rate the service provided by the Amazon representative.

Terrible!  Poor  OK  Good  Great!

Please rate how well you could understand the Amazon representative.

Terrible!  Poor  OK  Good  Great!

Anything else to add?

(Optional)

Thank you for taking the time to give us feedback. Unfortunately, we are unable to reply directly to your comments. If you need to contact Customer Service again, please click the Contact Us button on any Help page.

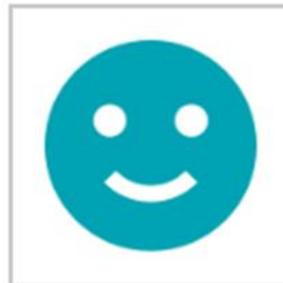


## Rate Your Experience

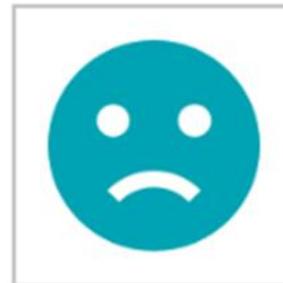
Hello Scarlett

Thank you for shopping with us. Your order has been delivered to the address below.

Tell us about your experience with this AmazonFresh order.



It was great



Not so great

## Rate your experience

Delivered on: 03 September 2018 | Order No.: 123456789

Thanks for the feedback!

Our teams use your feedback to continue improving our service.

Continue shopping



# Rate your experience

Delivered on: 03 September 2018 | Order No.:



Not so great

Anything wrong with your items? ^

Missing item

Didn't like substitution

Incorrect item delivered

Item damaged

Item expired

Item spoiled

Was there a delivery issue? ^

Late delivery

Early delivery

Inappropriate driver  
conduct

Driver didn't take  
packaging as requested

Was there a packaging issue? ^

Poor bag quality

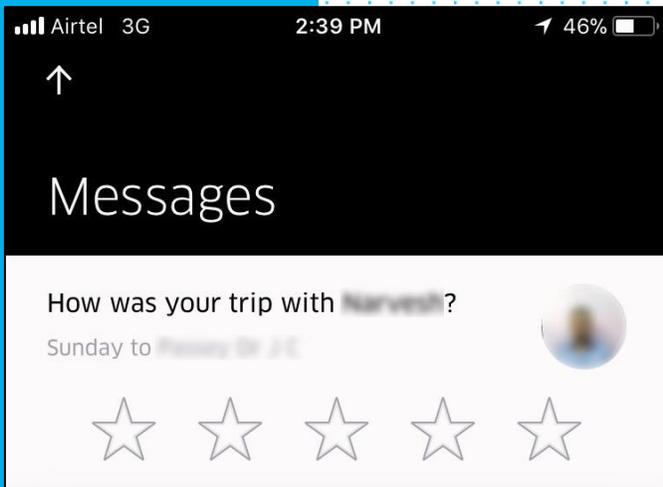
Bags were overpacked

Bags were mostly empty

Bags were damaged

Prefer reusable bags that  
I return

Submit



Skype for Business

### How was the call quality?

★★★★★  
Excellent

**Audio Issues**

- Distorted speech
- Electronic feedback
- Background noise
- Muffled speech
- Echo

**Video Issues**

- Frozen video
- Pixelated video
- Blurry image
- Poor color
- Dark video

Audio and Video were both excellent quality.

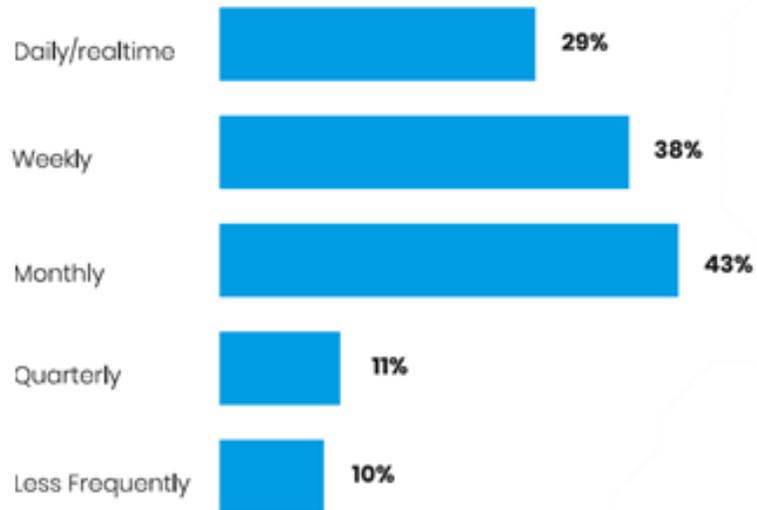
[Privacy Statement](#)

# Methods of gaining feedback and monitoring CX live

- Use NPS and “*in the moment*” questions help to gain a broader view of CX
- Automate the data collection and analysis process
- Monitoring CX in realtime allows you to see the impact of changes or service interruption
- It is possible to manage customers’ experience of the service during service interruption and maintain positive CSAT and CX

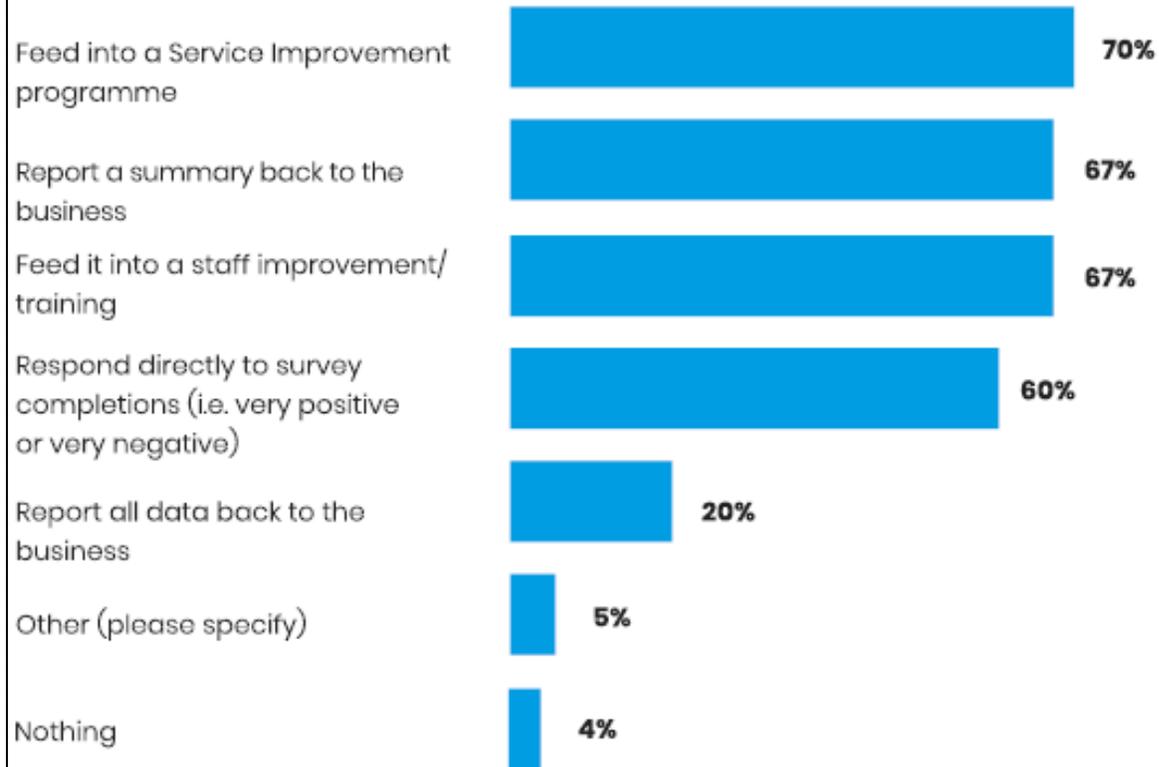
# Reviewing feedback

## How often is feedback reviewed and analysed?



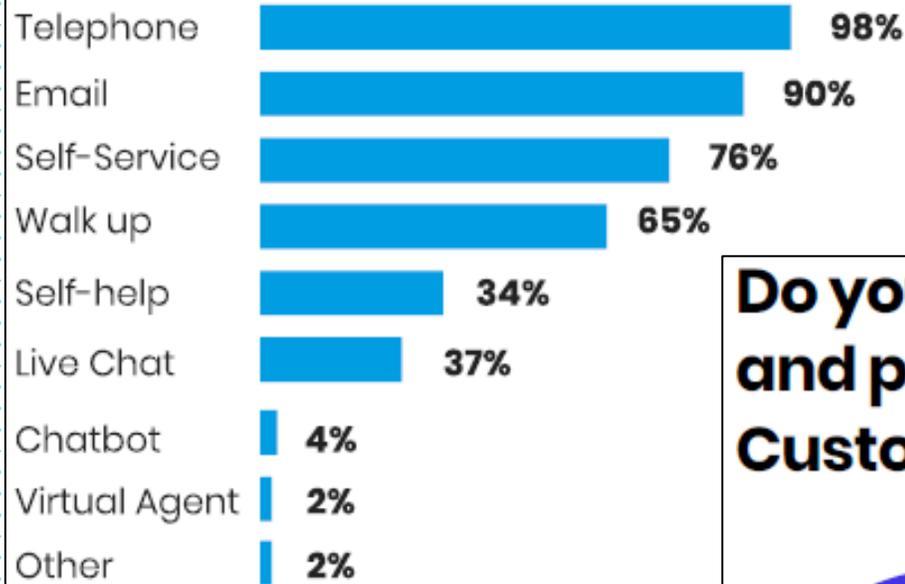
# Processing CSAT data

## What do you do with this data?

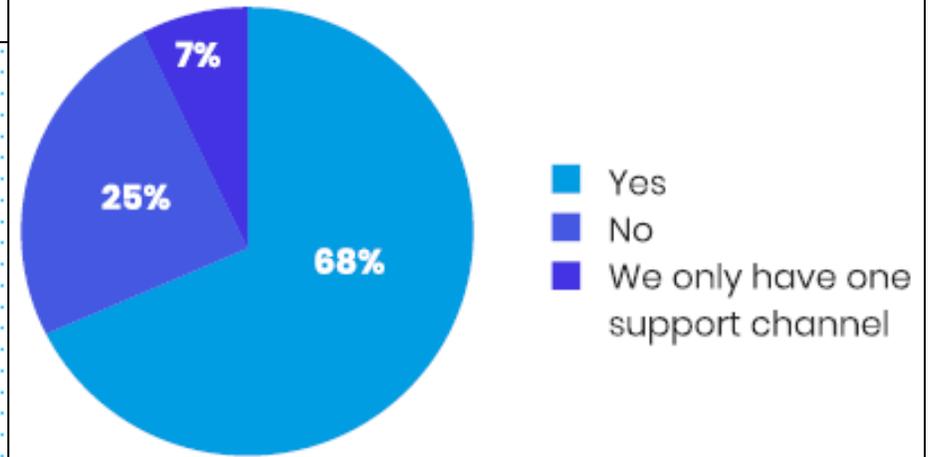


# Monitoring multiple channels

## Which support channels do you use?

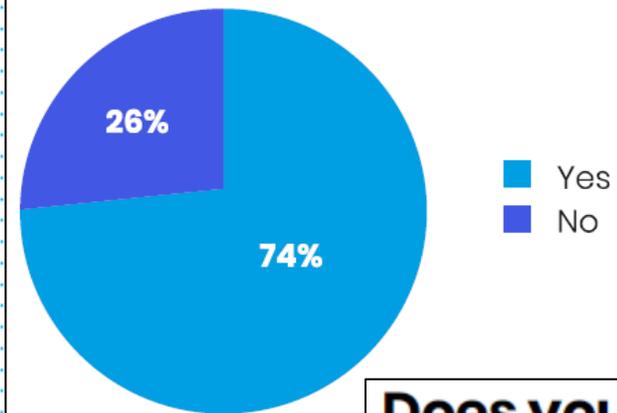


## Do you use the same method and process to measure Customer Satisfaction?

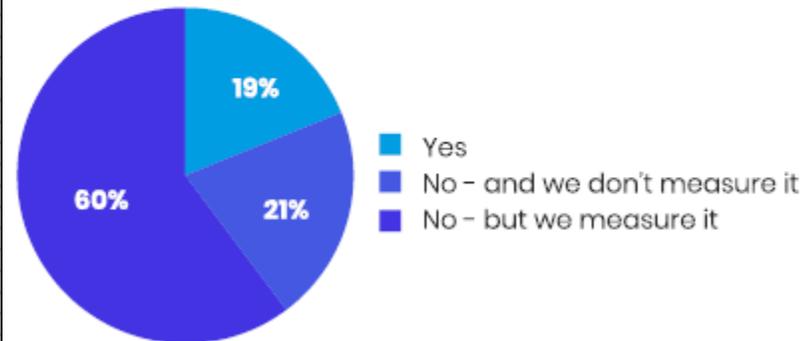


# Transitioning from SLAs to XLAs

**Do you have a Service Level Agreement (SLA) with your customers/organisation?**



**Does your SLA include Customer Satisfaction?**



# Benefits of XLAs

- Employees are more likely to be motivated and stay with the company if they feel enabled to deliver the best work they can
- Watermelon Effect
- It's harder to “cheat” XLA targets
- Better visibility of alternative support channels

# Examples of Key KPIs

- Average Call Wait Time/Response Times
- First Time Fix
- % Tickets Resolved Same Day
- Re-Opened Tickets
- Daily/Weekly CSAT



# Balanced Scorecards

- Service desks can struggle to communicate performance and value
- Data without context can lead to stakeholders not fully understanding service desk performance
- Balanced scorecards can provide a more complete picture
- This is a way to track and trend service desk performance using key metrics and weighting them based on their significance

# Balanced Scorecards

1. Select the metrics to include in your scorecard
2. Establish a weighting for each metric based upon its relative importance in the scorecard
3. Identify your best and worst performances for a specified time period, i.e. a month
4. Input your average performance for the same time period
5. Calculate your metric score using the formula

$$\left( \frac{(\text{worst performance} - \text{average performance})}{(\text{worst performance} - \text{best performance})} \right) \times (100)$$

6. Calculate your balanced score based on that metric's weighting
7. Total your balanced scores to give your service desk an overall score

Metric	Weighting	Performance Range		Average Performance	Metric Score	Balanced Score
		Worst	Best			
Customer Satisfaction	25%	63%	89%	87%	92%	23%
Average Call Wait Time	25%	195	12	36	87%	22%
First Time Fix	20%	52%	89%	72%	54%	11%
Re-opened tickets	15%	12	2	6	60%	9%
Bounce rate	10%	15%	5%	7%	80%	8%
Same Day Resolutions	5%	65%	90%	82%	68%	3%
Total	100%	-	-	-	-	76%

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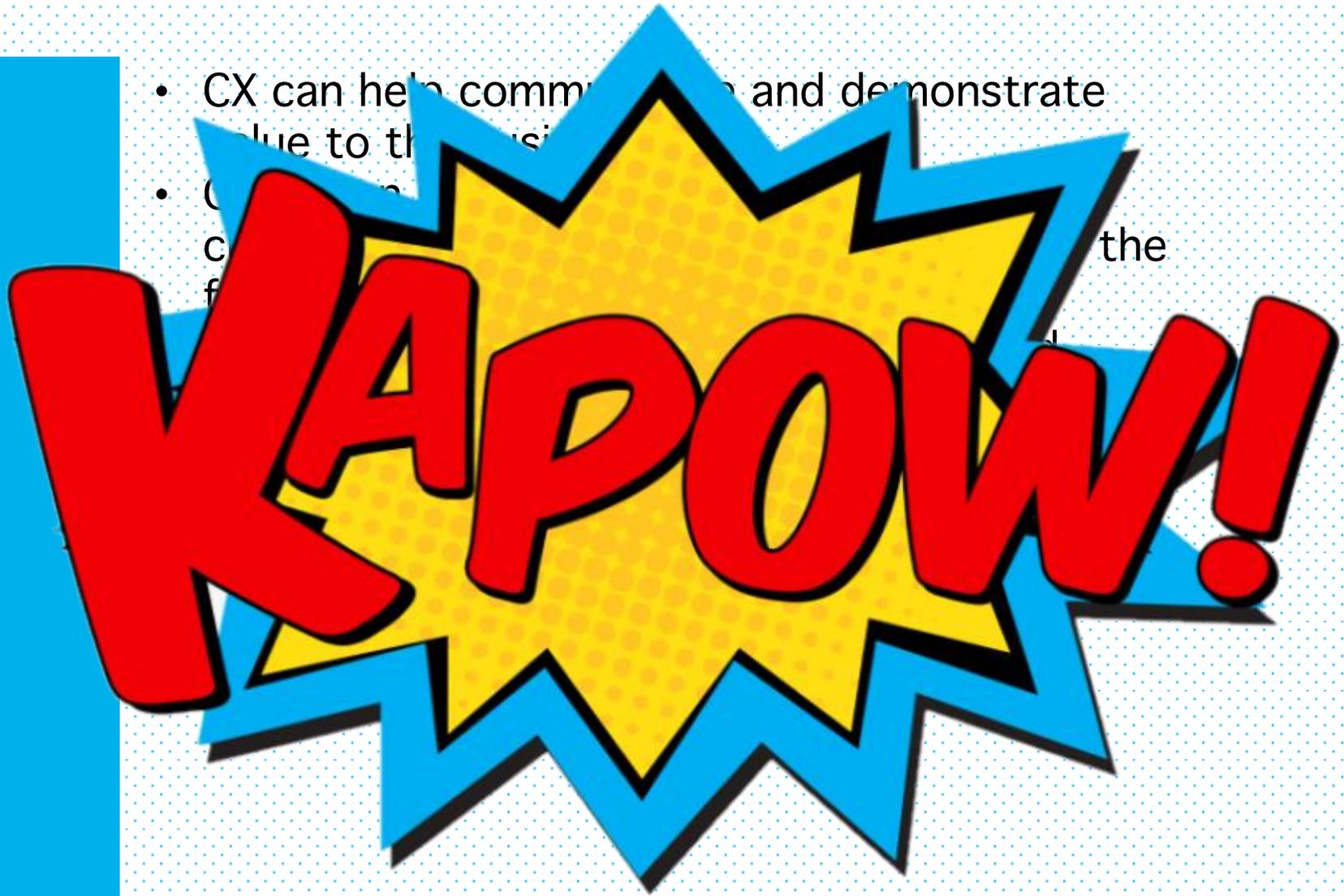
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# Key Takeaways

- CX can help communicate and demonstrate value to the business
- CSAT can provide some insight into the customer experience, but it may not show the full picture
- CSAT surveys should be fast, simple, and convenient for the customer
- Be mindful of the experience of alternative support channels
- XLAs don't need to be complicated

# Key Takeaways



- CX can help communicate and demonstrate value to the business
- CX can help identify the
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Thanks for  
listening!

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