Vocalabs

Case Study

Agile Customer Feedback for B2B Technical Support

Background

A Vocalabs client manufactures and distributes products that allow health care professionals to gather patient samples and data in real-time and to get lab-quality results within minutes, rather than the hours it takes to get traditional hospital test results.

Physicians and nurses using the client's products have information they need to make treatment decisions sooner. That means better care for patients.

The client's technical support team knows the information they share, and the job they do impacts lives. They field questions and comments from health care professionals about device setup, troubleshooting, and test results.

When looking for a new research partner, they set out to improve the following:

- Standard customer service metrics: Net Promoter Score, first call resolution score, and overall satisfaction score
- Customer experience
- Internal customer service team satisfaction

Challenge

Why a new research partner?

The Vocalabs client wanted to move beyond paper and a popular on-line survey tool to a more efficient process. They wanted actionable, real-time feedback from their customers and data.

> "When I started this position we were getting people to give us feedback on paper – written surveys – and there are the obvious challenges with written feedback. We weren't getting good response from customers. The process of sorting through responses just took too long and there was no ongoing or regular follow-up. Our team wasn't really able to see problems or patterns."
>
> - *Vocalabs client, Manager Technical Services*

Solution

The client's technical services team implemented Vocalabs immediate callback interview program.

The client's Manager of Technical Services said she was intrigued and interested in the audio, verbal, and listening aspects of the Vocalabs tools and process.

> "Vocalabs has more robust and secure data capture, reporting tools, and infrastructure than the few small mom-and-pop companies that provide phone surveys. They have flexible, custom solutions, and a responsive, nimble team. All at a reasonable price. We didn't find that with the giant market research or survey companies."
>
> - *Vocalabs client, Manager Technical Services*

Vocalabs' client started with an existing survey - asking and recording questions with Vocalabs tools - to establish a baseline. As data was captured, distributed, and used as a teaching tool, the customer care team could see common complaints, challenges as well as questions people weren't answering.

They were able to address and anticipate issues quickly. They were able to adjust processes to improve overall customer experience, and they were able to revise surveys eliminating less-insightful questions, and questions related to problems they had solved.

New questions were added to surveys to get at higher-level strategic opportunities and more.

Vocalabs team was able to support the customer with a dynamic and responsive agile process. All projects kick-off with a test-and-learn approach. Process and strategy evolve as customer, partner-team, and business needs evolve.

Results

Vocalabs immediate callback survey program gets a better response than the average email survey or Interactive Voice Response (IVR) survey. The average response rate for the client's survey is 30% with Vocalabs' process.

What does that mean for Vocalabs' clients and their business?

Vocalabs clients like the team featured in this case study can identify where process is breaking down, and take action to improve standard customer service metrics like:

- Net Promoter Score
- First call resolution
- Overall customer satisfaction

Vocalabs data and tools allow managers to train and get the most from their teams.

> "Specialists had limited ways to go back to a call. Our perceptions aren't always right. The recordings open the eyes of the support specialists. A customer might give someone a poor rating or say the specialist wasn't on top of things. That could be as simple as the specialist saying "um" too much.
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> Their perception of a call isn't always accurate and the recordings allow us to go back and review so they can evaluate their own performance from an outsider's perspective."
>
> *- Vocalabs client, Contact Center Manager*

And surveys are now being used to drive high-level business objectives and strategy.

> "Year one we didn't really know what data was going to look like so kept things focused on a specific area. Then coached our support specialists. That made a difference.
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> Now we're looking for high-level trends and year-over-year change. Positive or negative. Things that can tell us where there might be opportunity for the business, to create a better experience or journey for customers overall, and how, as a company, we're positioned for growth or success.
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> We're also using the Vocalabs tools to gather information/insight from customers on other vendors."
>
> *- Vocalabs client, Manager Technical Services*

At the end of the day when asked if the Vocalabs process and tools work or are worth the money, the Vocalabs customer interviewed says yes.

> "We don't get the same complaints or questions we got when we started this process or back when we were sending paper/email surveys to customers.
>
> We've moved on and can address bigger strategic opportunities and have a way to give our team of specialists meaningful training and that's helping us both in terms of customer service and in terms of team morale, satisfaction, and retention."
>
> *- Vocalabs client, Manager Technical Services*

Process

Vocalabs' agile process works well because it can be tailored to meet the needs of any business, individual team members, and to match the life-stage or maturity of an organization.

Process, tools, and services are scalable to meet the needs of large or small organizations and to right-fit as process and business goals are met.

The Vocalabs reporting platform is easy to use. It just takes a bit of training to get off and running. Users can make decisions from the information gathered in real-time and are able to pivot and review data in a number of different ways to easily identify, or find key pieces of information and feedback. And, Vocalabs data is easily shared, imported, or exported from Salesforce.com and other CRM platforms so feedback can be stored or accessed from an individual customer record.

To learn how the Vocalabs team can help you and improve your customer experience, call Rob Jackson at (612) 235-5713.

About Vocalabs

Vocal Laboratories Inc. (Vocalabs) helps leading brands improve customer service by collecting timely and actionable feedback about customer experiences. We interview customers immediately after a customer service call, retail store visit or other experience while the customer's memory of the experience is still fresh. Using our powerful hosted survey and reporting platform, clients discover and share insights to improve business decisions.

Vocalabs' clients include Fortune 1000 companies, telecommunications carriers, industry consultants and equipment vendors. Vocalabs' award-winning services include customer experience measurement programs and the National Customer Service Survey, ongoing independent research on customer satisfaction with phone-based customer service. Current syndicated research covers consumer banking and communications services customer service.

Vocalabs

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