



# THE ROI OF GOOD CUSTOMER SERVICE

## POOR QUALITY CUSTOMER SERVICE OCCURS FOR 1 OF 3 REASONS:

**1**

The agent is **unable to assist or resolve** the issue for the customer

**2**

There is a **long hold or delay** in responding to the customer

**3**

The customer **receives the wrong answer,** solution, or product

## THIS LEADS TO MANY NEGATIVE CONSEQUENCES, INCLUDING:

- Lost Revenue
- Distrust
- Turnover
- Disengagement
- Lower Productivity
- Frustration
- Negative Reviews



It's clear that these quality issues are undesirable for any company, but what's the true ROI of investing in the processes to improve customer service?



### CONSOLIDATION

Efficient systems

### STANDARDIZATION

Uniform processes

### CENTRALIZATION

Pooled resources

## WHEN THESE THREE COMPONENTS EXIST, COMPANIES DELIVER GOOD CUSTOMER SERVICE BY WORKING SMARTER – NOT HARDER!

Tangible returns on delivering good customer service are vast and the value often seen by organizations takes the form of:

## SCALABILITY

AVOID CUSTOMER SERVICE IMPACTS DURING SEASONAL VOLUME SPIKES BY BEING ABLE TO SCALE RESOURCES UP AND DOWN TO ALIGN WITH HIGHER SERVICE DEMANDS.

In one case, a contact center was able to **recruit, onboard, & train 200 FTE's** within

**2 MONTHS!**

## COST SAVINGS

OPTIMIZE PROCESSES & TOOLS THAT EFFECTIVELY REDUCE AVERAGE HANDLE TIME, WHICH REDUCE OVERALL COSTS, YET STILL ENABLE AGENTS TO MEET OR EXCEED THEIR KPI'S.

A leading global water technology company reduced overall previous service desk cost by

**MORE THAN 30%**

in less than 12 month through centralization and standardization into one contact center.

## PROCESS MATURITY

LEVERAGE BEST IN CLASS SYSTEMS, PROCESSES, AND RESOURCES TO PREVENT INEFFECTIVE INTERNAL LEGACY TECHNOLOGIES OR METHODOLOGIES FROM DAMAGING SERVICE DELIVERY.

More efficient call handling that reduced average call time to **6.5 MINUTES** for a leader in culinary appliances

Find and eliminate the fraud attempts. **SUCCESS RATE: > 92%**; monthly target overachieved for multi-national banking & financial services corporation

**95.5%** Customer Sat. (15.5% above target) for leading global private commercial real estate services company

## FASTER SERVICE DELIVERY

FOCUS ON THE ROADBLOCKS TO TIMELY SERVICE.

By targeting and addressing service delays, a retailer was able to improve their service levels to

**94% OF CALLS ANSWERED**

**within 19 seconds**

## PRODUCTIVITY GAINS

AGENTS LOSE MORE PRODUCTIVITY TO INEFFECTIVE TOOLS, RESOURCES, AND PROCESSES THAN YOU MAY REALIZE. WHEN PROPERLY EQUIPPED AND TRAINED, PRODUCTIVITY INCREASES.

A leading specialty department store reduced Call to Case ratio by **40% WITHIN 6 MONTHS**

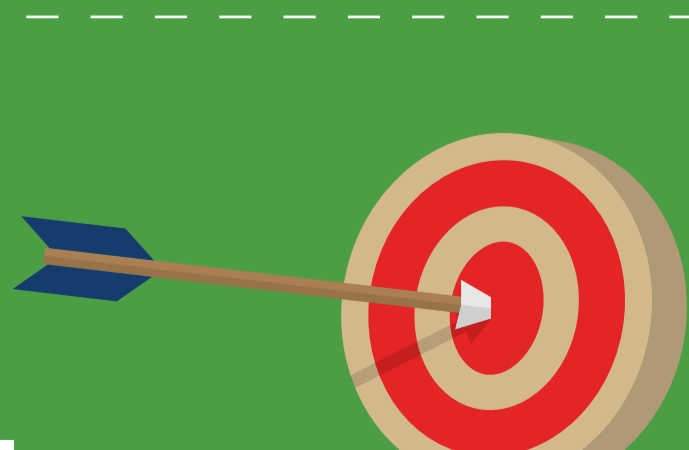
Call Abandonment Rate decreased from **17.6% TO 7.96%** and Average Handle Time was reduced by **28%** for one of the world's largest multinational hotel groups

## INCREASED REVENUE OPPORTUNITIES

IF YOU'RE REVENUE GENERATING, THEN YOU CAN EXPECT TO SEE INCREASED OPPORTUNITIES BY PROVIDING GOOD CUSTOMER SERVICE.

By changing their focus, one financial services company hit **110% OF THEIR GOAL IN 90 DAYS.**

The result? **\$204MM in revenue!**



### Been struggling to do this alone?

You don't have to go at it by yourself! For some organizations, the best next step is a partnership with organizations like CGS. They helped the organizations in the examples above and they can probably help you, too.

Learn more about how they can help at [cgsinc.com](http://cgsinc.com)

