



BRITISH SOFTWARE COMPANY IMPROVE HELP-DESK SERVICES THROUGH DEEPER UNDERSTANDING OF CUSTOMERS' NEEDS

KEY BENEFITS

- Practical actions improved help-desk service
- Extensive amounts of revenue were saved due to urgent action reporting.
- More efficient use of company resources
- Client gained a deeper understanding of its market and influences

THE CLIENT

A successful British software house, selling an excellent and innovative specialist software product to the global market.

THE CHALLENGE

Quality of help-desk service is an important aspect of any company, as supporting services are often key in shaping customer perceptions of the company. In this case, our client was struggling with the control, management and accountability of its help-desk services and subsequently its customers were experiencing many problems.

THE WORK

Customer Satisfaction UK consulted with the client and completed a variety of services to examine their issues:

- Discussions with key team members, from the Managing Director to the help-desk analysts
- Workshop with Help-desk team – building enthusiasm for the work CSUK were doing
- Customer focus groups and telephone surveys – identifying the most important issues and measuring perceptions
- Urgent action reports – identifying specific customers requiring immediate responses

As well as these services, CSUK provided the client with an in-depth analysis of all feedback gathered, and extensive recommendations for future action. Customer Satisfaction UK's consultancy led approach meant that this was a unique customer satisfaction programme designed with the client's specific needs in mind.

THE RESULTS

From the extensive feedback gained, key issues raised were:

- Customers were frustrated with delays in help-desk responses, especially as their problems were invariably urgent and important
- Customers were generally satisfied with a 24hr response window, but wanted confidence that a quicker response was available when necessary
- Dissatisfaction arose from customers having to explain problems repeatedly before reaching an appropriate member of help-desk staff
- Customers felt help-desk service was not value for money, as they were only using it when something went wrong- they perceived it as an insurance policy
- Customers were dissatisfied with their account management, citing problems with communication frequency and insufficient knowledge



THE ACTIONS

Customer Satisfaction UK worked with the client to implement practical solutions to the problems revealed through CSUK's investigation:

- Procedures to 'fast track' important calls to the correct level of expertise – reduced frustration
- A feature enabling customers to attach a priority level to their problem – 'crucial', 'urgent' or 'routine' – allowed help-desk staff to allocate resources more logically and deliver quicker responses
- Help-desk staff were reorganised into 3 product teams, each with expert knowledge in one area, directly accessible by a unique phone number – customers were able to reach the correct person, first time
- Value added services such as advising customers on more productive ways to use their products – this increased the perceived worth of our client's service as well as creating a more proficient customer base, reducing the amount of calls made to the help-desk.
- Customers were contacted regarding individual preferences about contact with account managers

The client asked Customer Satisfaction UK to perform subsequent regular smaller scale surveys monitoring the impact of the actions taken. These surveys also monitor the developing business environment, competitor activities and the changing needs and expectations of customers.