



CUSTOMER SUCCESS STORY

Retail

A Case Study by Nexidia

“Why wasn’t my customer’s issue resolved the first time they contacted me?”

“The business challenge that you have is not only “Why are customers calling?” but “How can I improve first contact resolution? Can I get rid of my repeats and understand what is driving transfers? Using Nexidia to look at the calls from this ‘big picture’ perspective really makes the information very actionable”

Global Customer Service Electronics Manufacturer

BUSINESS IMPACT

Your customers expect you to resolve their issue the first time they contact you. Pinpointing and quantifying the root causes of inappropriate transfers and repeat calls enables you to prioritize business process and system changes that will have the most positive impact on customer experience and operational efficiency.

PROBLEM

A major consumer electronics distributor launched an outbound product promotion offering a 20% rebate after purchase. Customers were told by agents to complete an online form on the company web site to receive their rebates. Soon after the campaign launched, the CRM system reported a growing number of calls with the same call type, ‘rebate’. Random listening uncovered various questions about the rebate terms and conditions, but nothing that could support the growing call volume.

SOLUTION

Using Nexidia speech analytics, the company first identified all calls where a rebate mention occurred. Next, this group of calls was searched to find repeat caller behavior, phrases such as ‘when I called before’ or ‘the last time I called’, etc. Listening to these targeted calls revealed that the online rebate form instructed consumers who purchased their products more than 6 months ago to dial the national customer service center. This center was not equipped to handle questions pertaining to this product line. Since these agents were not aware of this rebate offer, they had to transfer customers to the product support group. When they got to an agent that could help them, the agents told them that for purchases made more than 6 months ago, customers must request a special manufacturer mail-in coupon instead of completing the online form. Customers who fell into this category were frustrated because they felt they

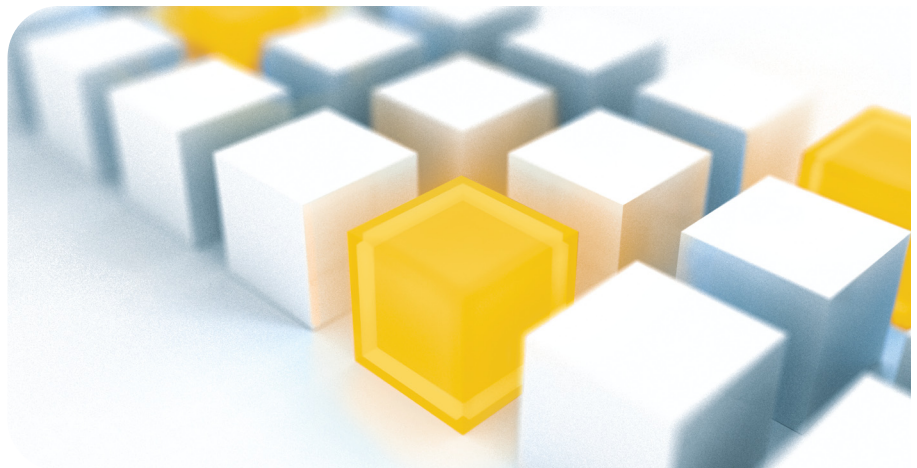
could have been informed about the 6 month limit in the original promotion material, saving them the calls to customer service.

**RESULT**

Following this investigation, the company added a link on the product rebate page for customers with purchases in the 6 months and over category. They also changed the customer service number to the number for the product support group. The new link contained a form that sent a manufacturer coupon request to the fulfillment center,

who would mail the coupon to the customer. Agents receiving rebate calls were trained to immediately retrieve purchase timeframe information so they could be proactive in resolving this issue. For the 6-month purchasers that did call in, agents handled the coupon request for them.

After implementing these changes, repeat calls pertaining to the rebate promotion dropped by 48%. Queries of the remaining rebate calls confirmed that the 6-month purchase issue was no longer causing customer frustration.



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