

CASE STUDY

Reducing Customer Effort through Democratising Experience Data

“It doesn't always make sense to ask how likely are you to recommend.”

SHALVINA GOVIND, VOICE OF CUSTOMER SPECIALIST, SYNERGY

Voice of Customer Specialist, Shalvina Govind took us through tips for democratising the data of WA's largest electricity provider, Synergy.

Synergy is a government trading enterprise operating within Western Australia's South West Interconnected System (SWIS) as the sole retailer servicing over 1 million customers. To measure Synergy's strong focus on customer centricity, the organisation initiated a Net Promoter Score program in 2011, but quickly realised the limitation of NPS. The metric wasn't reflective of customer experiences across all of its customer channels – and when you're the only service provider, it doesn't make sense to ask your customers, “how likely are you to recommend?”.

A refreshed VoC program was implemented in 2018 focusing on Customer Effort Score (CES), the strongest

Key Takeaways

- Customer experience (CX) champions are one of your business' greatest assets
- Net Promoter Score (NPS) may not be the right metric for every organisation
- Co-design dashboards with your stakeholders to be fit-for-purpose
- Make Voice of Customer (VoC) business-as-usual across the organisation
- Stay connected with your stakeholders

driver of customer satisfaction, to better assess customer experiences and determine how easy it is for customers to engage with Synergy.

Shalvina is part of a lean Customer Insights (CI) team within the retail arm of an organisation of ~900 employees. To run a successful and efficient VoC program, Shalvina identified that developing a platform

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and new metric isn't enough. Success with VoC comes from a corporate culture that encourages each customer channel to feel true ownership of their customer experiences and uses VoC to problem solve in a way that makes a genuine impact to the business's bottom line.

Synergy has a deeper appreciation of its customers. Data democratisation has been a successful means of demystifying results and driving ownership of metrics at both a channel and individual level. The CI team innovated a number of ways to empower channels to derive CX insights. First, the team took the time to understand the needs of each channel, and the kind of CX data that was relevant to each party to co-create dashboards to suit the unique purpose of each channel. Shalvina recommends considering this an iterative process – continue asking for feedback and evolving the dashboards over time.

A VoC landing page dashboard was implemented by the Synergy team to make it easier for users to access their dashboards. Previously, it was not intuitive or user-friendly to access the dashboards, which discouraged users from logging in.

The new and improved VoC landing page reduced the number of clicks and effort required to access dashboards. Early feedback of the landing page showed that team members found the dashboards easier to navigate than traditional links or circulated reports.

CX champions were organically identified throughout the organisation. Instead of creating a formal function, Shalvina identified which team members were naturally gravitating toward the VoC program and empowered those individuals to access the CX data anytime, anyplace to drive action.

The results for Synergy have been incredible. The frontline staff are actively consuming CX insights, and better coaching conversations have helped to resolve contact centre enquiries. Synergy has seen a 10.3% improvement in CES at end of FY20 second quarter compared to FY19 result for their Business Contact Centre and +1,000 dashboard logins per month (compared to <200 in early 2019).

Results

10.3% ↑

improvement in Business Contact Centre CES from FY19 to FY20

+1000

dashboard logins per month (compared to <200 in early 2019)

Synergy's strong focus on customer centricity will continue with a view to further mature and embed VoC into its operating DNA through dedicated resources within the primary channels to manage and solve opportunities in real-time.

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