

5 Minutes to Optimizing CX Resources

Challenge: Limited resources to accomplish a long list of customer experience initiatives

Goal: Prioritize issues based on business impact

Solution: InMoment Resolve™

Get the biggest bang for your CX buck

At some point, every business has to deal with an unhappy customer. Whether you're a large enterprise-level company with hundreds of complaints, or a mid-sized with a few dozen, knowing how to address these complaints can increase productivity within your business and lead to more satisfied customers. Gathering customer feedback is the first step in increasing your CX, but where do you start when addressing the unhappy and upset customer comments? With limited bandwidth, your business doesn't have the time or resources to handle every case as they arise.

Successfully prioritizing your complaints, or cases, is the key to successful time-management, increasing productivity and retaining satisfied customers. We know that that 50% of consumers give a brand only one week to respond to an inquiry before they stop doing business with them. Furthermore, 22% of customers who received a response to a complaint end up posting a positive comment about the company online.¹

Knowing which cases should take priority is paramount in resolving unhappy customers. If your current solution is creating a "laundry list" of cases, with the newest cases rising to the top, you may be burying time-sensitive customer issues that contribute to a high customer churn rate. Proper case prioritization ensures that the most important issues are solved first and in a timely matter.

Each business is unique and having a solution in place that lets you customize prioritization based on your business needs is critical to success.

We've identified two priorities to focus on when optimizing your CX program:

- **High risk or escalated cases.** High-risk customers need immediate attention, and if they're constantly being pushed down the list by new cases, the customer will undoubtedly take their business elsewhere.
- **Time since the case was created.** By tying your cases to a "countdown" or timer, you're able to quickly see which cases are expired or need to be resolved with the next, day, hour, or week. With this type of insight into how long a customer has been waiting for response you can make smarter choices on where to deploy your resources.

InMoment's Resolve simplifies the management of customer experience cases, allowing you to reduce individual customer churn, understand larger trends, and quickly understand root cause through the eyes of your employees. Resolve offers Smart Prioritization that leverages several data points to push important cases to the top of the feed that includes; escalation, expired cases, time remaining (by hour), and case creation time. With the right tools you're better enabled to quickly handling singular cases, understand widespread issues, and reduce customer churn.

¹ *CustomerThink, 2015*