



6 Steps for Setting Up a Top-Notch Case Management Program



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It's a fact: customers who complain and receive good resolution to their complaints are usually more loyal than customers who never complained at all. With that in mind, many brands ask, "what is the best way to identify and properly follow-up with customers who return a customer experience survey that indicates they had a problem?"

Lucky for you, our research and client work has helped us identify that frontline personnel use customer experience (CX) information for four primary purposes:

1. To track progress towards goals and rewards
2. To identify and address opportunities for improvement in various aspects of the customer experience
3. To measure and coach employees' performance at multiple touchpoints across the customer journey
4. To identify at-risk customers and engage in one-on-one problem resolution efforts.

In this paper we will focus on how you can set up a case management system to identify at-risk customers and engage in one-on-one problem resolution efforts—and we provide recommendations so you can do it well. Additionally, we will take you through 6 best practices to follow-up with customers who return a CX survey that indicates they had a problem.

The 6 steps to setting up a case management program for successful customer resolution are:

- 1. Alert Generation**
- 2. Alert Notification**
- 3. Alert Follow-up**
- 4. Alert Closing**
- 5. Remeasurement**
- 6. Reporting**

Customers who complain and receive positive resolution to their complaints are usually more loyal (in terms of actual repurchase behavior) than customers who never complained at all. If customers receive poor resolution to their complaints, their loyalty is worse than everyone else's.

STEP #1

Alert Generation

The first step of the case management process is to identify survey returns indicating the customer had a problem in need of resolution. Many programs do this by choosing one or more key questions on their surveys to generate an alert if a low score is given. This is often not the best strategy because low scores on some questions may not be resolvable and doesn't tell the case owner (the person trying to resolve the issue) what the problem really was. For instance, if an alert

was generated from a customer giving a low score to "overall purchase experience" the case owner doesn't really know what happened and the issue might not be resolvable at all (with the exception of calling the customer simply to apologize for the bad experience).

A better way to generate alerts is to actually ask customers if they have any concerns, and if so, to explain their concern. Their specific concern can be incorporated into the alert notification that goes to the case owner, so the case owner can potentially solve the issue before following up with the customer. This allows the case owner to present solutions to the customer instead of just asking for more information about what went wrong. The goal is to give the customer the best experience possible during the follow up to a low score response.

STEP #2

Alert Notifications

After an alert has been generated, the next step is to assign it to the proper people. There are two types of case management roles in the InMoment platform: case owners and case watchers. Case owners are expected to resolve the issue with the customer and they have full access to enter information into the system. Case watchers can either be full access watchers or limited access



watchers. Full access watchers have all the rights of a case owner. It's good to assign full access to watchers who may need to manage cases when case owners are on vacation, are otherwise unavailable, or fail to follow-up with the customer. Limited access watchers do not have privileges to write information into the system. Their role is to monitor case management activities within their organization.

It's usually best that the person at the frontline who dealt with the customer (e.g., store, hotel, dealership, bank branch, etc.) is assigned as the case owner and people higher up in the organization (e.g., unit managers, corporate field managers, etc.) are assigned as case watchers. Alert notifications are usually emailed to case owners and case watchers are copied on the email. Alternatively, there's also a case management App that provides push notifications to case owners and case watchers.

The case notification is customizable and can pull in any information from the pre populated fields and the customer's response to the survey. It should include customer contact information (e.g., phone number, email address), transaction information (e.g., date, type of transaction, etc.), deadlines for opening the case (one business day is typical) and resolving the case (typically 3 business days), the reason the alert was generated, and any verbatim comments left by the customer. This allows the case owner to follow-up

immediately without having to gather additional information before contacting the customer. The notification also instructs the case owners to go to their case inbox to manage the case and/or contains a link to the specific case management form case owners use to manage the case.

STEP #3

Alert Follow-up

Frontline personnel should check their case management inboxes each business day. This inbox displays the cases that have been assigned to them and the current status of each case. Cases can have the status of new, in progress, closed, or overdue. The inbox provides access to each case management form where the case owner manages the case. Here, the status of the case changes to "in progress" when the case owner conducts any activity on the case form. While the case is being managed, the case manager can enter notes regarding case progress in the form and upload appropriate documents. Depending on the case owner's rights, cases can also be assigned to different individuals throughout the organization.

STEP #4

Alert Closing

Ideally, cases are closed when case owners have followed-up with the customer and the issue has been resolved. However, cases may also be closed in an unresolved status

if the case owner is not able to get in contact with the customer or for other reasons. To track the cause of customer problems, your brand can utilize program specific root cause lists in our case form. When closing a case, case owners choose the closing status, select one or more root causes that they believe contributed to the initial problem, and enter in a final case note.

If case owners do not close a case (including if they have never opened it at all) within the designated amount of time to resolve the issue, the system can automatically escalate the case to a pre-identified designee (usually the case owner's manager or a corporate field manager). This designee can then follow-up with the delinquent case owner and assign the case to someone else to work the case.

STEP #5

Remeasurement

Many of InMoment's programs also include a remeasurement or "double closed loop" process in their case management program. After the case has been reported as closed and resolved, a short communication is automatically sent to the customer to determine their satisfaction with the resolution process. This process is important for two reasons:

- It provides information regarding the effectiveness of the customer

resolution efforts. In combination with the reporting of root causes on the case form, your brand can learn what types of issues are best and worst resolved.

- Due to the importance of customer resolution, some programs incentivize frontline personnel to engage in case management efforts. A remeasurement program prevents frontline personnel from closing cases and reporting them as resolved without ever contacting the customer.

STEP #6

Reporting

Information from the case management system should be incorporated into reporting dashboards as a new data set. This practice serves two purposes: it assesses how well the case management program is performing, allows a company to learn from their case management efforts, and elevates the case management process from "curing symptoms" to "curing problems."

Metrics that are shown on a customer resolution dashboard typically include status of cases (new, in-progress, closed, overdue), average time to close cases, frequencies of closed case status (resolved and unresolved), percentage of cases overdue, frequencies of root causes, and closed case status by root cause.



What Does This Mean to You?

Happy customers are more loyal customers. Statistics show that 43% of people spend more money on brands they're loyal to and a 5% increase in customer retention can lead to a 25% increase in profit or more according to statistics about customer loyalty. If you don't have a case management initiative or you'd like to review what you do have we can help. By taking these 6 steps for case management programs you can diagnose systemic issues within your organization and develop more satisfied, and loyal customers.

Want more information about case management or closed loop initiatives? Check out our eBook about how your CX program can improve customer retention and generate revenue!

[READ THE EBOOK](#)

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