



# Customer Satisfaction

Listen to your customers' experience.  
Learn actionable insights that impact revenue.

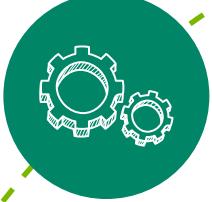


**We handle 100 million customer contacts and interactions a year through different channels, including email, webchat and phone.**

We analyse what we learn from this data to transform your customers' experiences and drive up their satisfaction. Our solutions are driven by the needs and wants of our agents and customers. Our end-to-end CSAT solution is unrivalled, because our team of market-leading, highly experienced data and insight analysts make the difference. There are lots of ways of deriving data from customers but what we do gives you a competitive edge. We unlock the collective voice of the customer through text and sentiment analytics allowing us to focus on continuous improvement to drive CSAT up. It gives you applied, actionable insights gained from decades of managing customers for household brands.

**Capita has been transforming customer experience for 40 years. Working with household names like O2, British Gas and National Trust.**



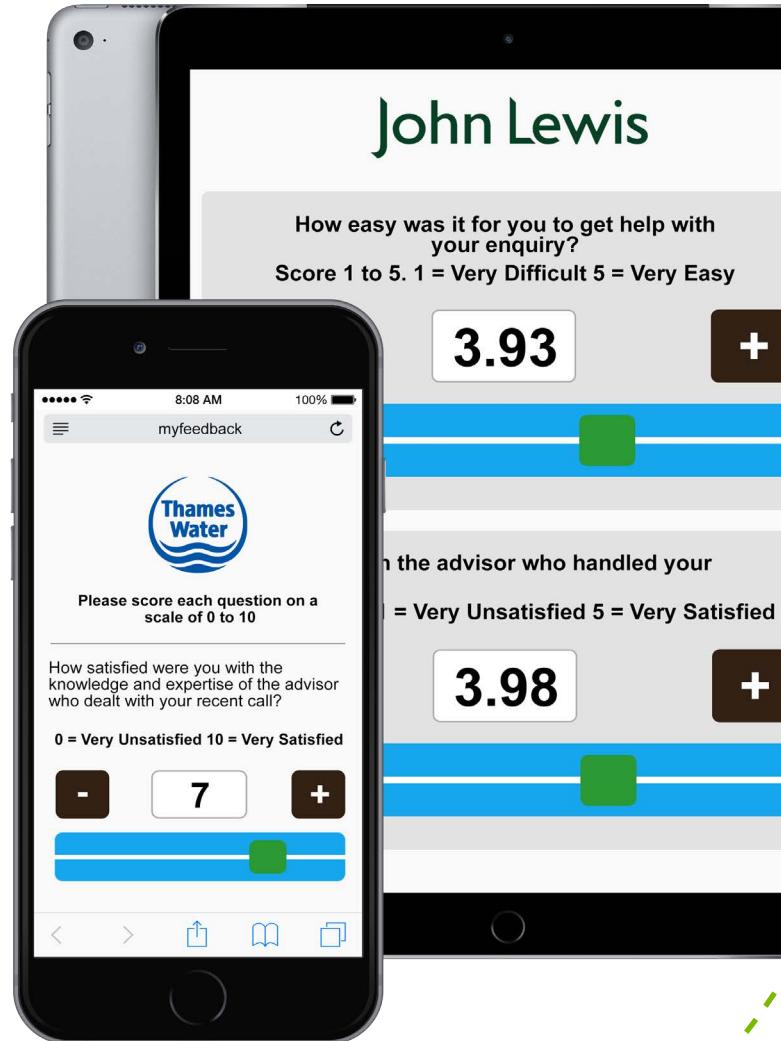


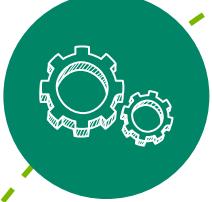
Our CSAT solution has three components:

- Post-Contact Survey & Alerts
- Voice of the Customer Insight
- Agent Gamification Dashboard

### Post-Contact Survey & Alerts - early warning system

After contact with our agents, our CSAT Solution will send customers a **Post-Contact Survey** via email, visual text message or interactive voice message. A maximum of 3, simple questions delivers a high response rate. A low score is flagged up for immediate action, with the option to be transferred to the contact centre and have their problem solved. In short, we close the loop so they don't need to call back – first contact resolution reduces cost-to-serve. The customer becomes a promoter not a detractor. It is already used by our clients including Samsung, John Lewis and Thames Water.



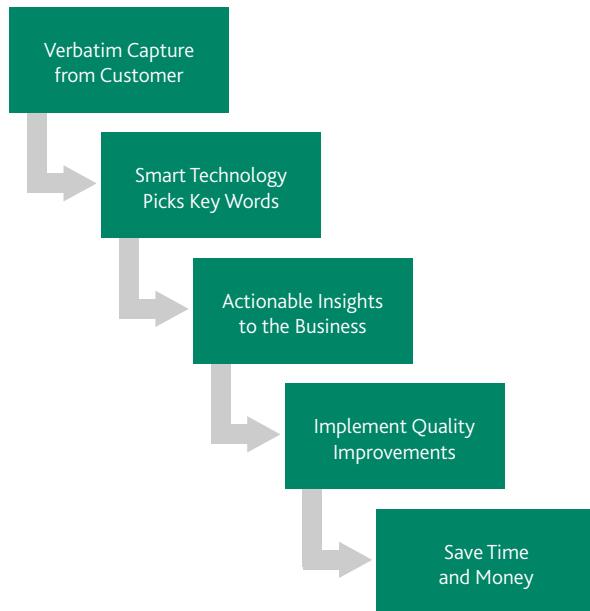


## Voice of the Customer (VOC) Insight - access the true voice of the customer

The second component is **Voice of the Customer (VOC) Insight**. Many VOC products purport to improve CSAT scores but only do qualitative market research around the “likelihood to recommend” question. Capita’s VOC Insight is a powerful data tool giving timely ongoing feedback. Its verbatim capture gives actionable insights into recurring customer issues. It is immensely valuable because it is the true voice of the customer. You don’t need to second guess the questions because it is their own words.



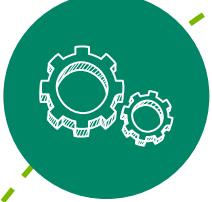
## Reacting faster and smarter to customer feedback



Our relationship is founded on telling the business what we're hearing and how to act upon that insight allowing you to implement quality improvements simultaneously with customer feedback coming in.

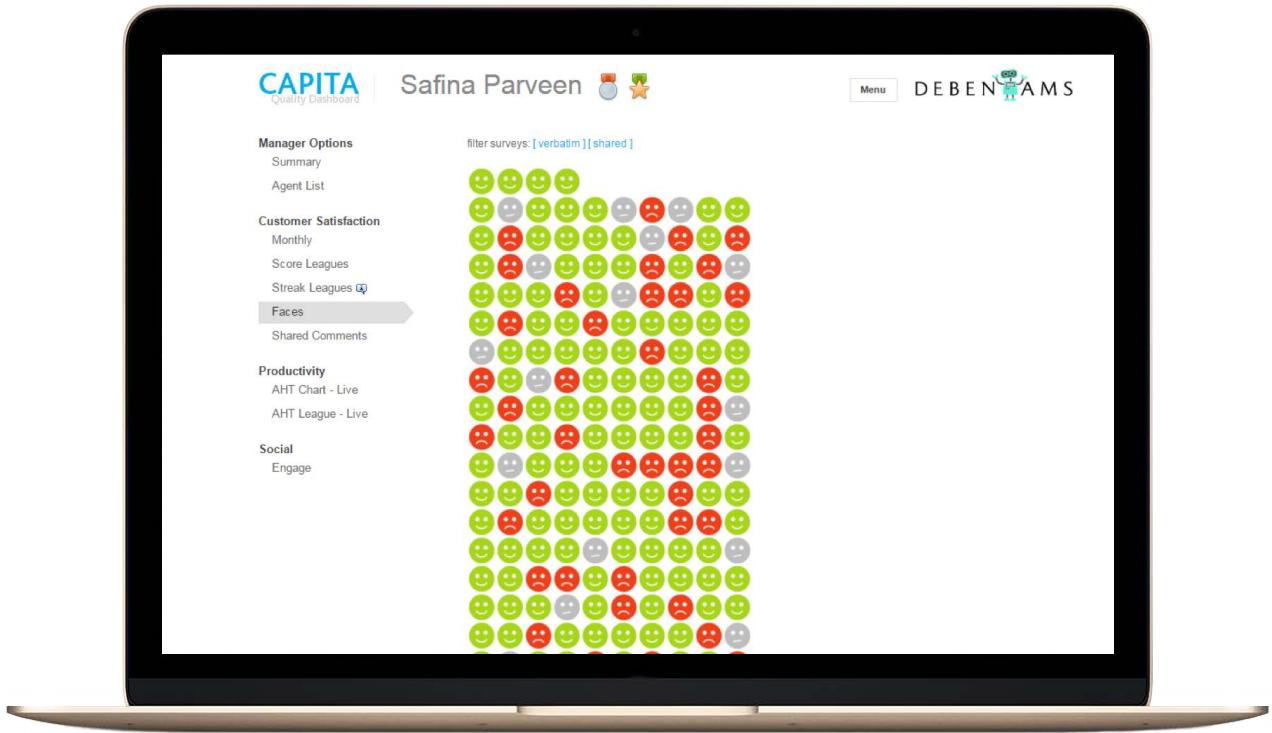
### Exemplar: Utilities Sector

For utilities the Return on Investment (ROI) comes from avoiding the huge cost of ombudsman penalties and securing the outperformance incentive payments from Ofgem or OFWAT. Ofgem recently imposed its largest fines on one of the big six energy companies for billing and complaint-handling failures. Capita's CSAT solution flags up complaints and recurrent customer issues earlier, allowing you to fix the problem before it spirals into costly penalties. Capita's CSAT tool helped Thames Water achieve the highest annual complaint reduction in their industry.



## Agent Gamification Dashboard – driving agent performance

The results of the Post-Contact survey can feed back directly into the third component, our Agent Gamification Dashboard. A good outcome results in a green Smiley face, a low CSAT score is a red, unhappy face. This visually appealing dashboard gives agents the tools to drive their own performance forward. We use a variety of innovative and fun gamification techniques to drive healthy competition and inspire agents to improve their own performance.



## Gamification motivates agents to deliver better outcomes

Most CSAT software gives management information to feed back to agents on their performance: the way we see it, that top-down approach is demotivating. We get the agents involved from the ground up.

Agents are happier because they know their targets. They compete with colleagues, with past performance to maintain high CSAT scores. This Smart Technology helps manage, motivate and educate our teams of customer agents to deliver the best possible outcomes at all times. It proactively improves your CSAT, reduces your customer effort, improving customer experience. Capita's CSAT tool helped Thames Water achieve the highest annual complaint reduction in their industry. Debenhams CSAT went up 10% over an 8 week period. The dashboard can easily be adapted to other customer metrics like Average Handling Time (AHT) or another KPI – continually driving operational excellence. We are flexible in our approach with every client and can tailor the solution and analysis to suit your needs.

If agents don't get feedback on their performance, that customer experience will not improve. You need to operationalize those insights to change processes so you can see an uptick. Our Practitioner-led solution drives operational excellence.



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## Exemplar: Retail Sector

What works for Capita's clients Debenhams and John Lewis works for other retail clients. We know the retail market inside out. We know that Retail customers hop between channels, so their journey is difficult to track. With our multi-channel experience we have greater visibility of low CSAT scores: if anything is wrong, we'll know as soon as it happens: What if a login doesn't work during your peak-time sales? Or you launch a new product but it arrives damaged due to poor packaging or recurring courier fault? Dissatisfied customers can escalate fast. If they aren't swiftly dealt with they gain momentum and end up contacting an Ombudsman or consumer watchdog. Our solution allows you to react faster to prevent happening. It is an early warning system that will vastly increase customer loyalty and retention.



Debenhams improved  
CSAT by **10%**  
in only 8 weeks



## In a nutshell

We have been driving up CSAT for our clients for decades, and over that time we have organically grown a CSAT solution that solves the real problems agents face in delivering better customer service. It's what we do, and it works.

This is because at Capita the most important people in improving CSAT are our agents who talk to customers everyday. That is why our CSAT Solution is built by from the contact centre floor up. Innovation achieves the best results when we combine the agents' intelligent actions with the insight from our market-leading analytical team. By correlating customer data with actionable insights on products and processes we can take cost out, save you time and drive up customer satisfaction.

The message for Customer Service Directors is resoundingly clear. Thames Water achieved the highest annual complaint reduction in their industry. Debenhams improved CSAT by 10% in only 8 weeks.

To know more about how Capita's CSAT Solution can improve your CSAT scores, please get in touch.



## Connect with us

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 [www.capitacustomermanagement.co.uk](http://www.capitacustomermanagement.co.uk)

As the UK's leading provider of business process management and integrated professional support service solutions, our 73,000 dedicated staff across the UK, Europe, South Africa and India help make processes smarter, organisations more efficient and customer experiences better. We unlock value by applying talent and technology for you, your organisation and our communities.

Capita is quoted on the London Stock Exchange (CPI.L), and is a constituent of the FTSE 250 with 2016 revenue of £4.9 billion.

**Further information on Capita can be found at:**  
[www.capita.com](http://www.capita.com)