

IBM Software

Information On Demand **2010** Comes To You

Unlock the True Value of Your Information

IBM Information On Demand

Federico Cesconi
September 16th 2010 - London

Who

is

cablecom



Who is cablecom?

- Cable TV operator located in Switzerland
- Since 1999 offers: TV, PHONE, and INTERNET
- Covers 55% of the Swiss Market

Beste Unterhaltung: Internet, Telefonie,
digitales Fernsehen – 3 zum Preis von 2.

- Since 2005 part of the UPC Group (NASDAQ:
LYBTA)
- Approx 20 ML Customers in Europe

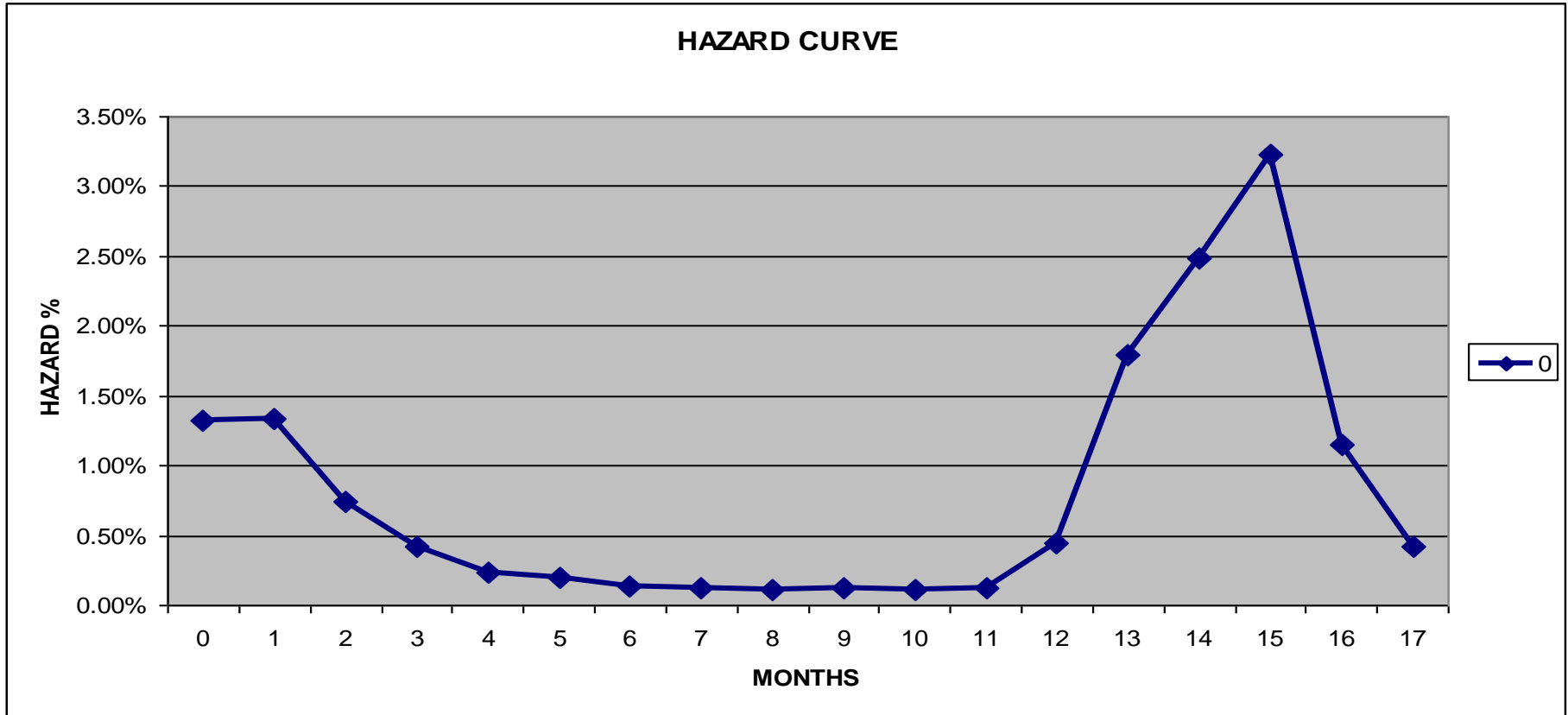


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Why
managing
the
experience

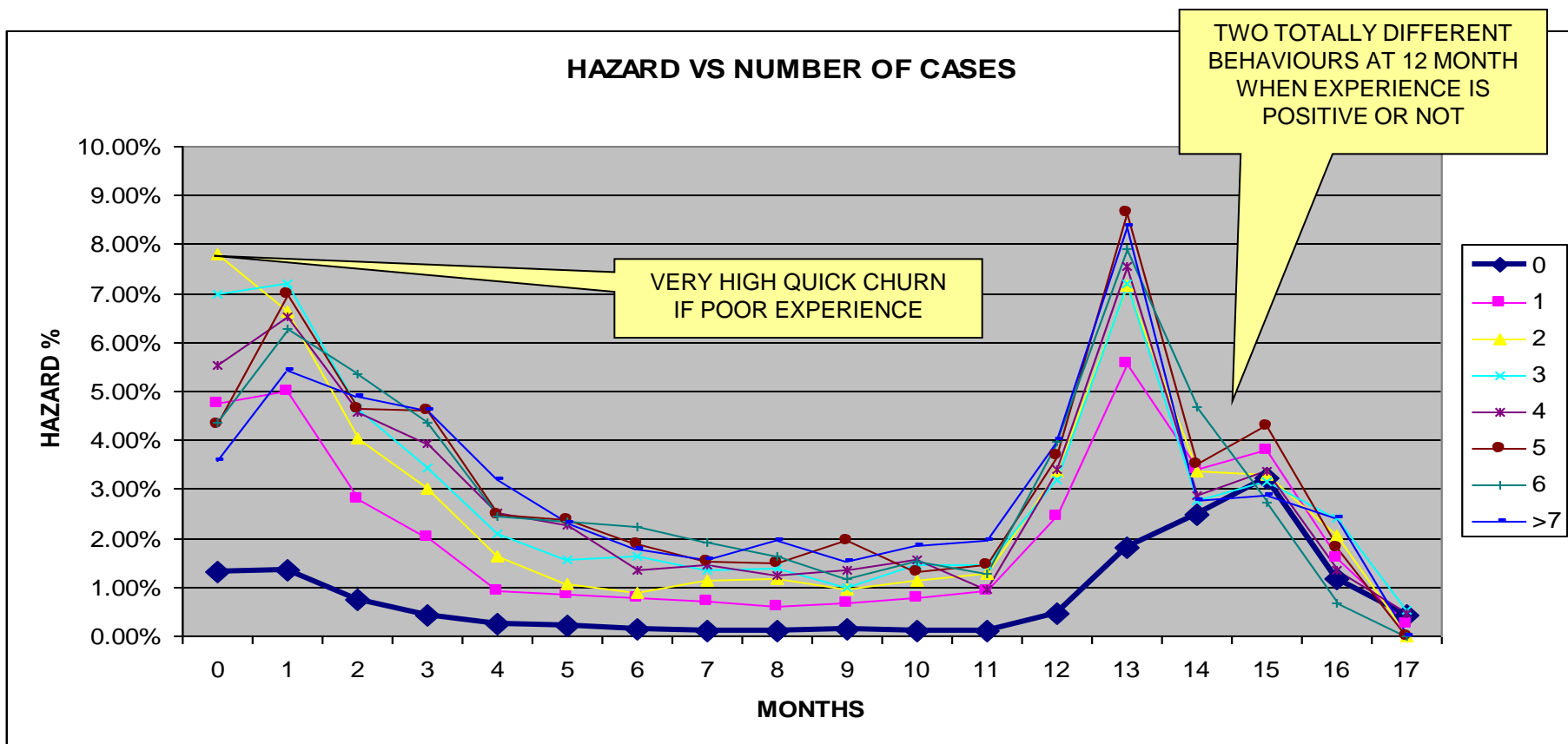


SATISFIED CUSTOMERS GENERATE LESS THAN 7% CHURN PER YEAR



Source: Survival analysis – January 2010

...UNFORTUNATELY MOST OF THEM HAVE A DIFFERENT BEHAVIOUR ☹

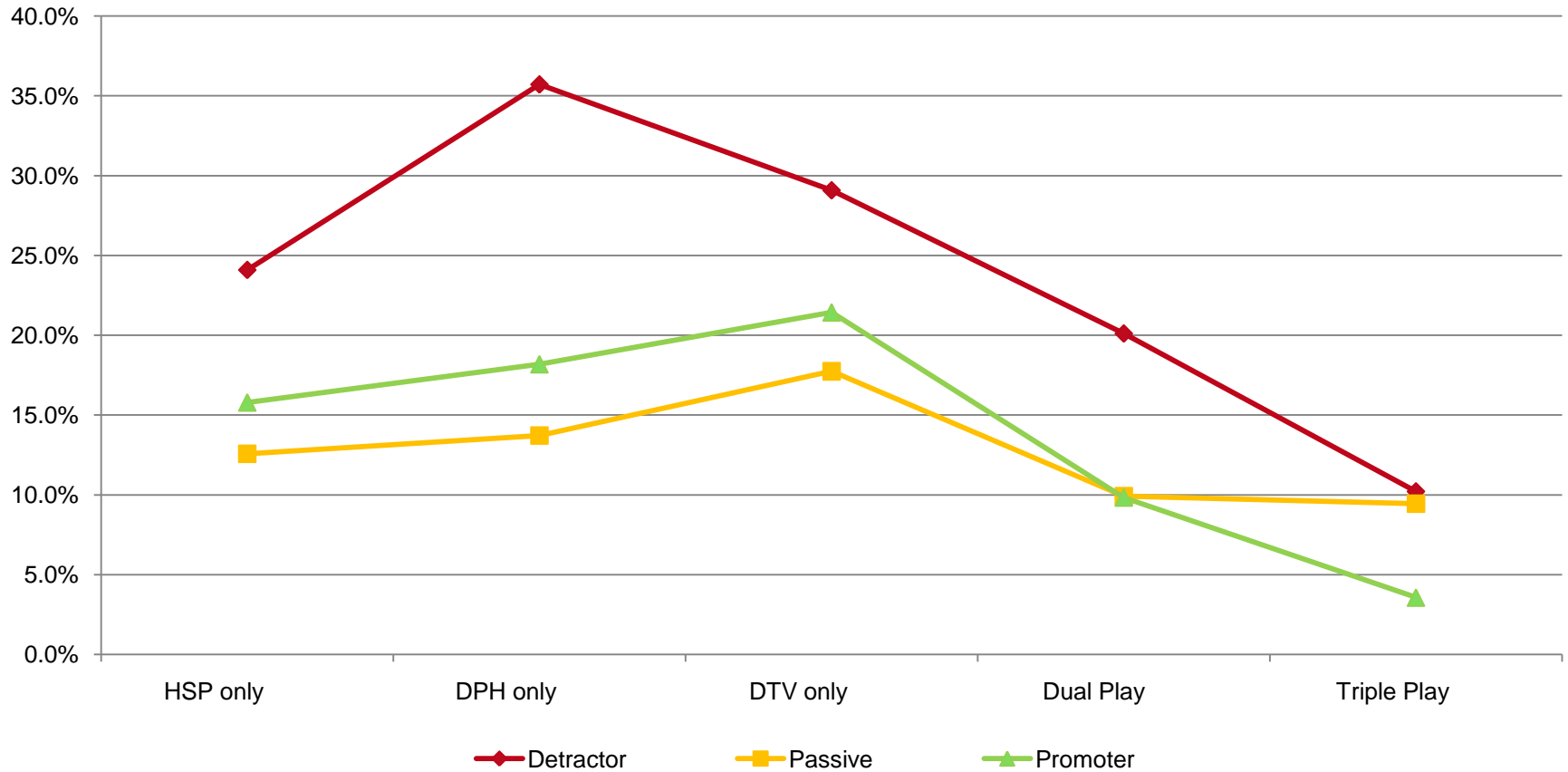


Source: Survival analysis – January 2010

Level of customer satisfaction (NPS) drives to different churn behaviors



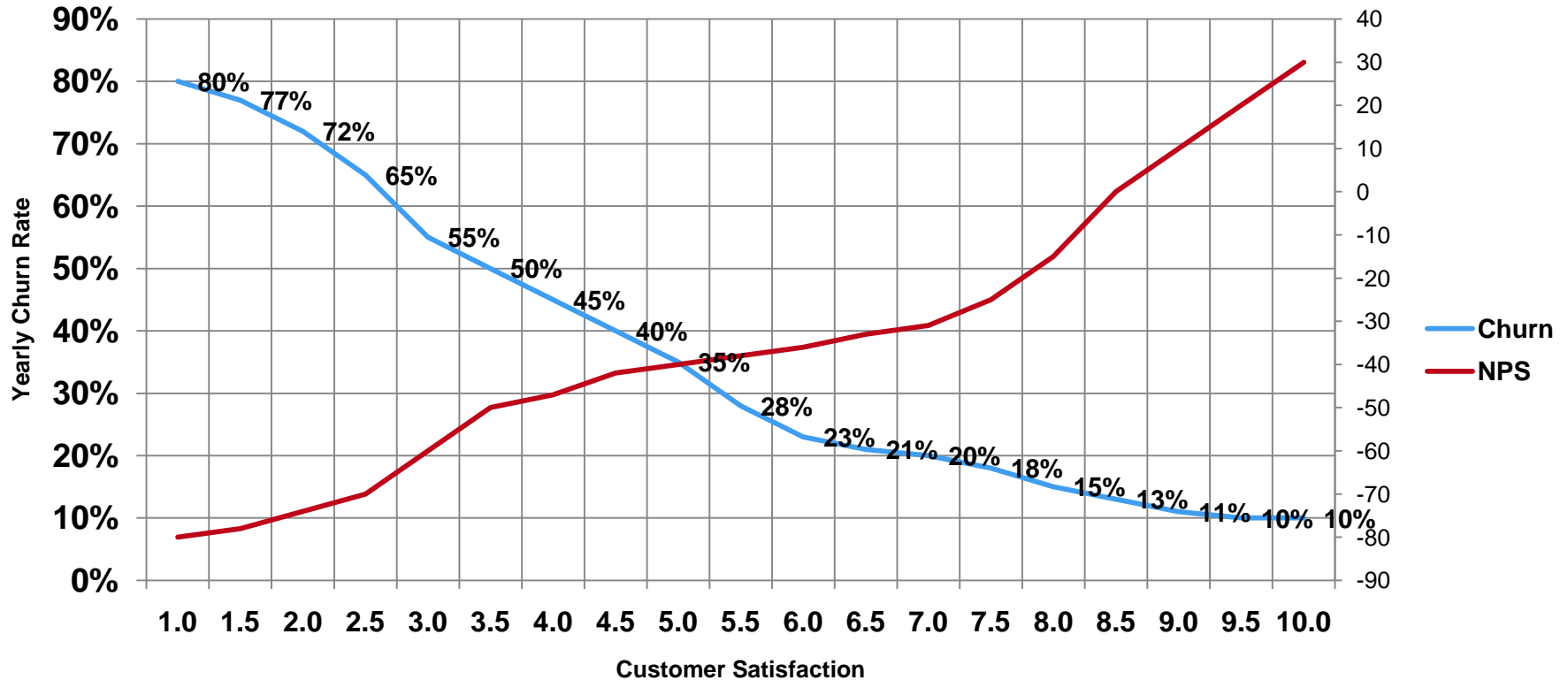
NPS MEASURED IN Q4 2009 - Churned All Products



Source: NPS Analysis – January 2010

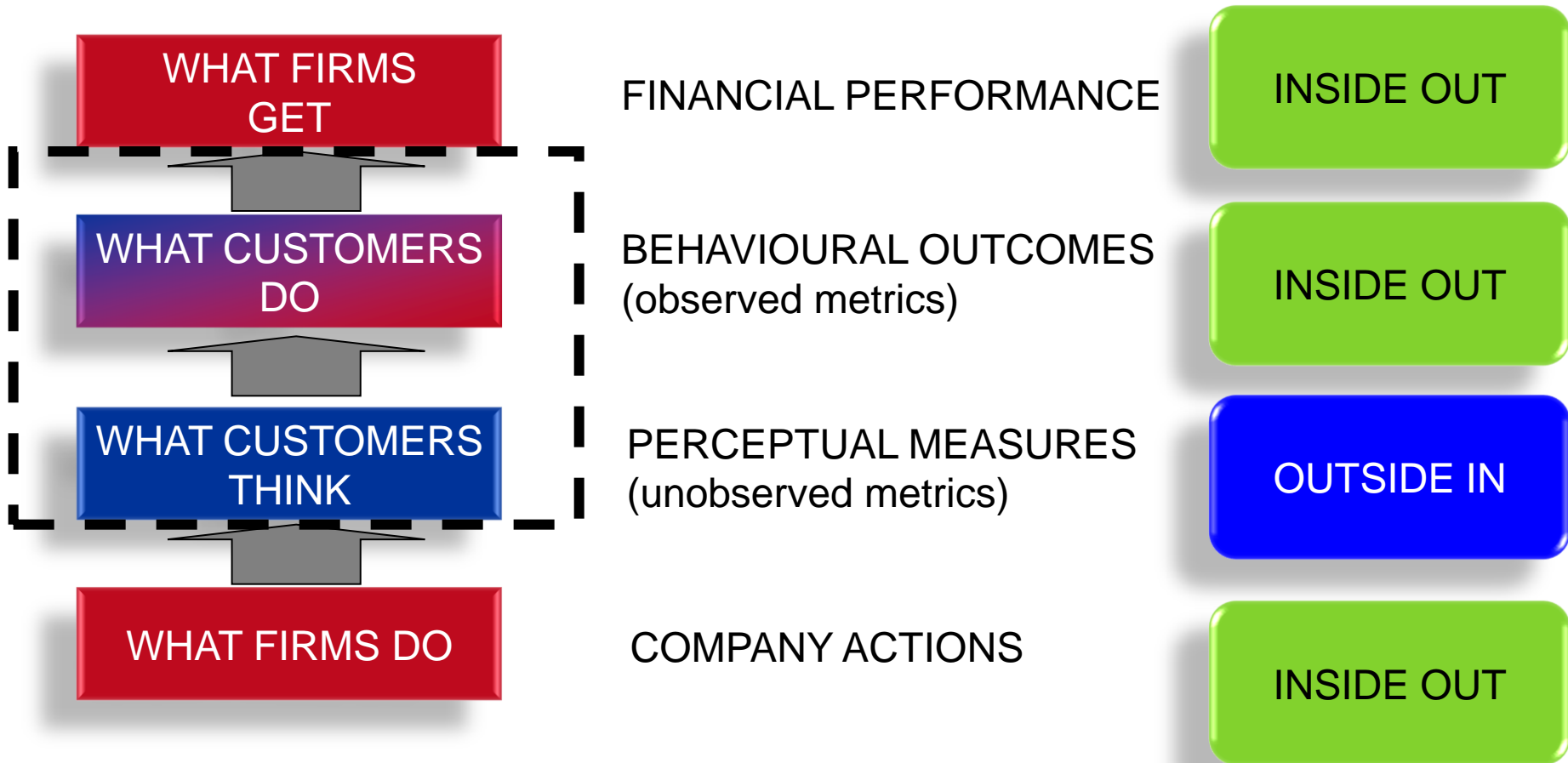
Correlation between CSI and Churn

Churn / CSI correlation



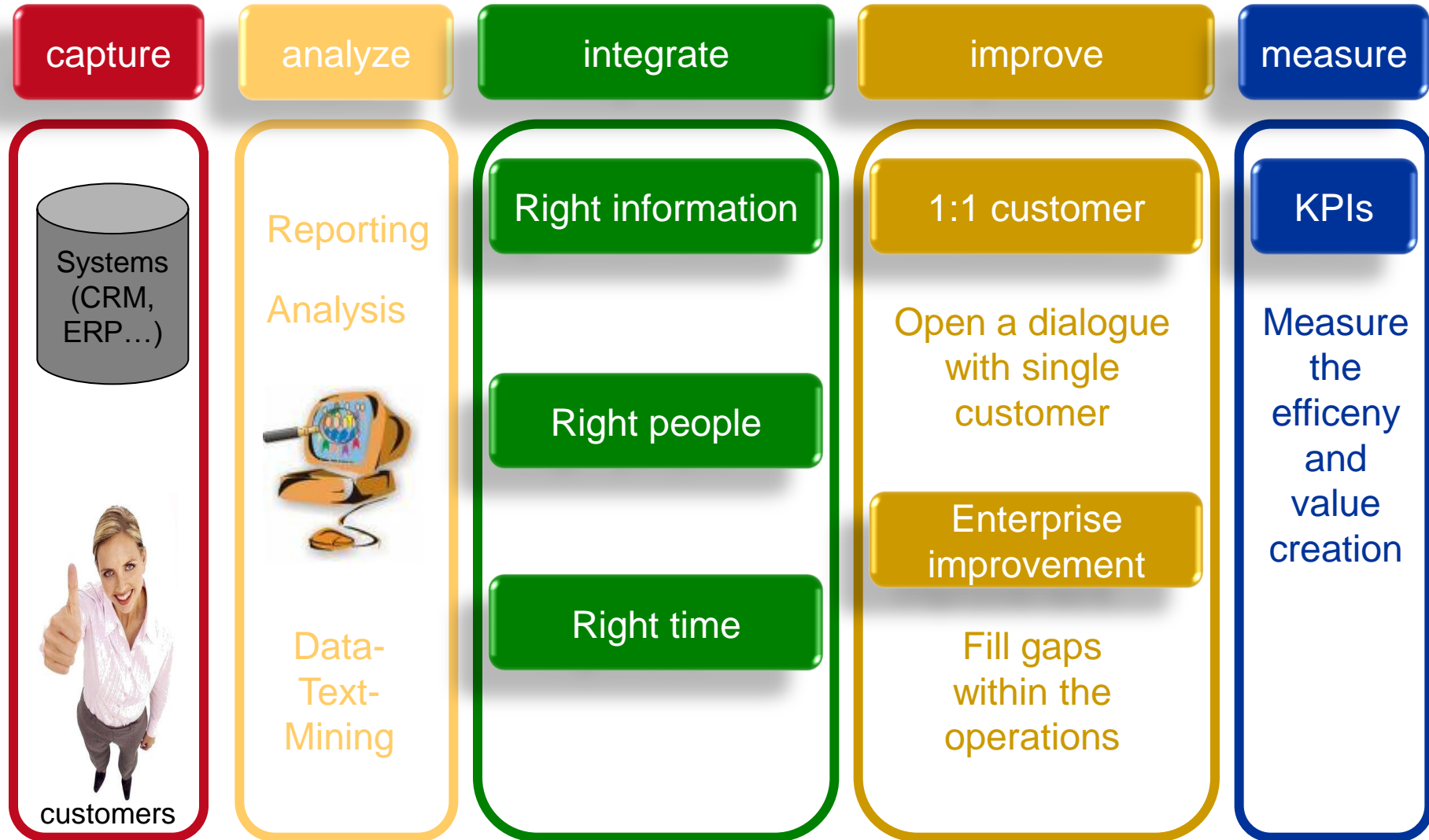
Source: NPS Analysis Q2 – August 2010

INSIDE OUT vs OUTSIDE IN: the Company view vs. the customer perception



The framework

Holistic Customer Experience view: be able to listen the voice of your customer



How
we close
the loop



We manage the whole experience in our CEM platform: custvox.com



WEB



PHONE



EMAIL



SOCIAL NETWORKS



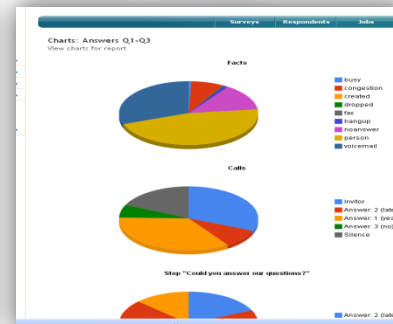
SPEECH2TEXT

SEGMENTATION

CLOSE THE LOOP

Reports: Answers Q1-Q3
Reports result

	#	0	1	2	3
Telephone and Internet					
#	0	3	0	0	0
	0%	0.22%	0%	0%	0%
1	0	940	0	0	0
	0%	69.02%	0%	0%	0%
2	0	291	0	0	0
	0%	21.32%	0%	0%	0%
3	0	128	0	0	0
	0%	9.4%	0%	0%	0%
Internet					
#	0	8	0	0	0
	0%	0.64%	0%	0%	0%
1	0	826	0	0	0
	0%	65.71%	0%	0%	0%
2	0	283	0	0	0
	0%	22.51%	0%	0%	0%
3	0	148	0	0	0
	0%	11.14%	0%	0%	0%
Telephone					
#	0	816	0	0	0
	0%	67%	0%	0%	0%
2	0	261	0	0	0
	0%	21.43%	0%	0%	0%
3	0	144	0	0	0
	0%	11.58%	0%	0%	0%



EMOTIONS

TEXT MINING

INTEGRATE

CustVox helps us to listen – and score - the voice of the customer at every touch point

A collage of three screenshots illustrating customer communication channels. The top-left screenshot shows an email interface with a subject line 'Email from cablecom GmbH' and a red banner that reads 'Wir verändern uns grundlegend - für Sie!'. The middle and right screenshots show mobile SMS messages with questions in German and responses like 'ja', 'smsme', and 'emailme'.

Email Screenshot:

From: kundenumfrage@cablecom.ch
Subject: **Email from cablecom GmbH**
Date: February 14, 2010 3:33:16 PM GMT+01:00
To: Alexander Kheylik
Reply-To: kundenumfrage@cablecom.ch

Cablecom

Wir verändern uns grundlegend - für Sie!

Sehr geehrte Kundin, sehr geehrter Kunde,
Sie nutzen nun schon seit einiger Zeit unser Angebot. Gerne möchten wir erfahren, ob Sie bisher mit dem(n) Produkt(en) und den Serviceleistungen zufrieden waren. Ihre Meinung ist sehr wichtig für uns, damit wir unser Angebot optimieren und Sie noch besser bedienen können. Die Beantwortung der Fragen dauert nur wenige Minuten. Nachfolgend können Sie die für Sie passende Kontaktart wählen. Wir kontaktieren Sie dann umgehend via Telefon, SMS oder Web. Die Beantwortung per Telefon und Web ist selbstverständlich gratis für Sie.

Wenn Sie bereit sind, wählen Sie bitte hier Ihre gewünschte Kontaktart

Start der Umfrage: **Telefonisch** **per SMS** **via Web**

Herzlichen Dank für Ihre Unterstützung!

Mit freundlichen Grüßen,
Ihre Cablecom

Falls Sie keine solchen Emails von Cablecom mehr erhalten wollen, klicken Sie bitte hier.

SMS Screenshot 1:

Messages 55 55 16.55

Wurde ihr Anliegen von unserem Kundenberater richtig erkannt und verstanden? Antwort mit "ja" oder "nein"

ja

SMS Screenshot 2:

Messages 55 55 16.55

Wurden Sie von unserem Kundenberater freundlich und zuvorkommend beraten? Antwort mit "ja" oder "nein"

4-dic-2009 17.32

Cablecom ist bestrebt Ihren Service zu verbessern. Bewerten Sie den letzten Kontakt mit dem Kundendienst. Beantworten Sie 4 Fragen mit "smsme" an 5555 (gratis)

4-dic-2009 18.35

Wurde ihr Anliegen von unserem Kundenberater richtig erkannt und verstanden? Antwort mit "ja" oder "nein"

smsme

SMS Screenshot 3:

Messages 55 55 16.55

18-gen-2010 17.55

Gern würden wir erfahren, ob Sie mit unseren Dienstleistungen zufrieden sind. Antworten Sie mit folgenden Keywords, um die Umfrage zu starten: SMSME (Umfrage per SMS), EMAILME (Umfrage per Email), CALLME (telefonische Umfrage). Ihre Meinung zählt! Selbstverständlich entstehen keine Kosten für Sie. Ihre cablecom

emailme

Reporting the voice of the customer in real time: words cloud and reporting



SmartSurvey

Word Cloud

The voice of customers

Category: [How likely are you to speak positively about the IT provided to you by SomeBrandName?]

7799 because been call from generally get good had hardware has issues Laptop like need new often old our out problem problems provided service slow software some SomeBrandName support Too use very When work

Tags selected: support

NPS	Satisfaction	User type	Comment
5	detractor	Mobile laptop user	5 - I havent had much contact with the IT support so I cant recommend or warn others about it
5	detractor	Mobile laptop user	5 - not from SL43618 - PAISE SST FJ Travel Learning Zone Netcampus9 - PGP (Eneansons ...21 - aka my colleagues rather than but different floor24 - eventually32 - because they have to not by choice34 - because I've backed it up myself;
7	neutral	Mobile laptop user	7799 is no good. Access to local support staff is a must to overcome the lack of telephone support. Despite taking care with SomeBrandName laptops) neither are as reliable as I would expect.
7	neutral	Mobile laptop user	7799 is no good. Access to local support staff is a must to overcome the lack of telephone support. Despite taking care with SomeBrandName laptops) neither are as reliable as I would expect.
4	detractor	Mobile laptop user	Too little interaction with IT support. We are at a remote site and the proactive stuff does not seem to happen.
2	detractor	Mobile laptop user	Old slow laptop keeps crashing only help from IT support is "rebuild C: drive". Can't cope with new Virus checker and BitCrypt
0	detractor	Mobile laptop user	I still feel it is easier to email 7799 rather than call them and at times I've even needed to advise where to send the support re
5	detractor	Mobile laptop user	I am a transient user mostly working on non Fujitsu sites I dont expect on site support and am mainly self sufficient.
7	neutral	Mobile laptop user	I am generally satisfied with support provided however when access 7799 it tends to be lack of draw if you understand the age very good. Lacking in the state of hardware provided considering we are an IT company. Various levels of h/ware and software understood we had certain standards.
7	neutral	Mobile laptop user	

SmartSurvey

Charts: Termin Vs Dienstleistung

View charts for report

Facts

- congestion - 15 (1.4%)
- noanswer - 12 (1.1%)
- person - 1018 (97.4%)

Step "Sind Sie einfach zu einem Termin gekommen?"

- Answer: 1 (sehr unzufm.) - 369 (51%)
- Answer: 2 (unzufrieden) - 123 (17%)
- Answer: 3 (genuegend) - 60 (8.3%)
- Answer: 4 (zufrieden) - 41 (5.7%)
- Answer: 5 (sehr zufried.) - 49 (6.8%)
- Answer: # (repeat) - 81 (11.2%)

Text mining the voice of the customer: discovering the dissatisfaction drivers

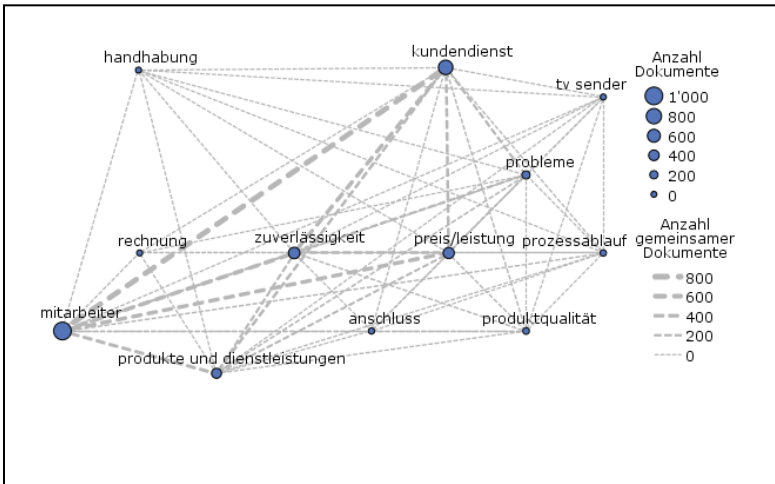
Mesconi.com Mail - Inbox - federico@ce... Gmail - Inbox - fedec65@gmail.com Cablecom - SmartSurvey Federico Cesconi | Logoff

SmartSurvey

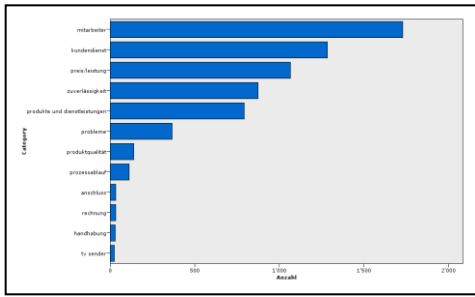
Surveys Reporting Respondents Jobs Options

Reports
Select report to view, edit or create filters

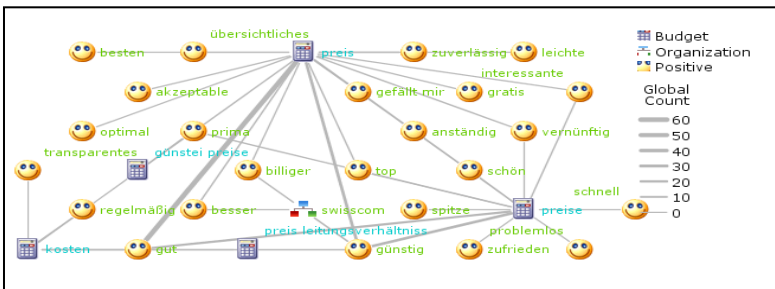
Sort by: Name, Survey



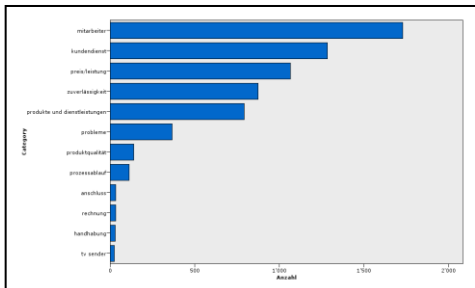
Netzwerkdiagramm zur Darstellung von Zusammenhängen zwischen Begriffen. Die Größe der Kreise zeigt die Anzahl der Dokumente (0 bis 1'000), die Dicke der Linien die Anzahl gemeinsamer Dokumente (0 bis 800).



Kategorie	Anzahl
mitarbeiter	~1800
kundendienst	~1500
preis/leistung	~1200
zuverlässigkeit	~1100
produkte und dienstleistungen	~1000
probleme	~800
produktqualität	~400
prozessablauf	~300
anschluss	~200
rechnung	~100
handhabung	~100
tv sender	~100

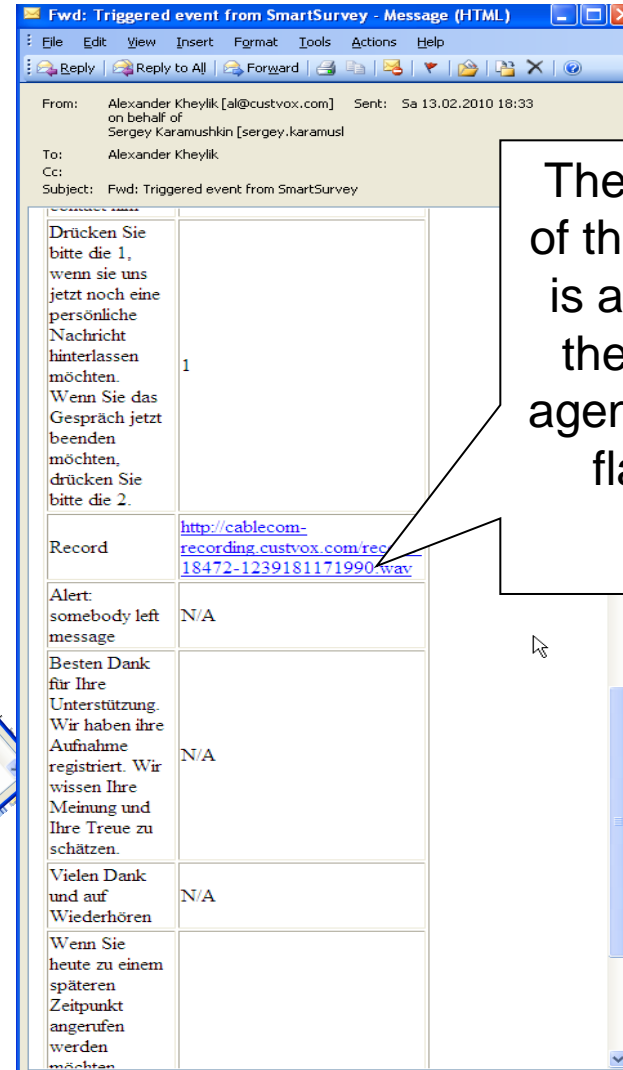
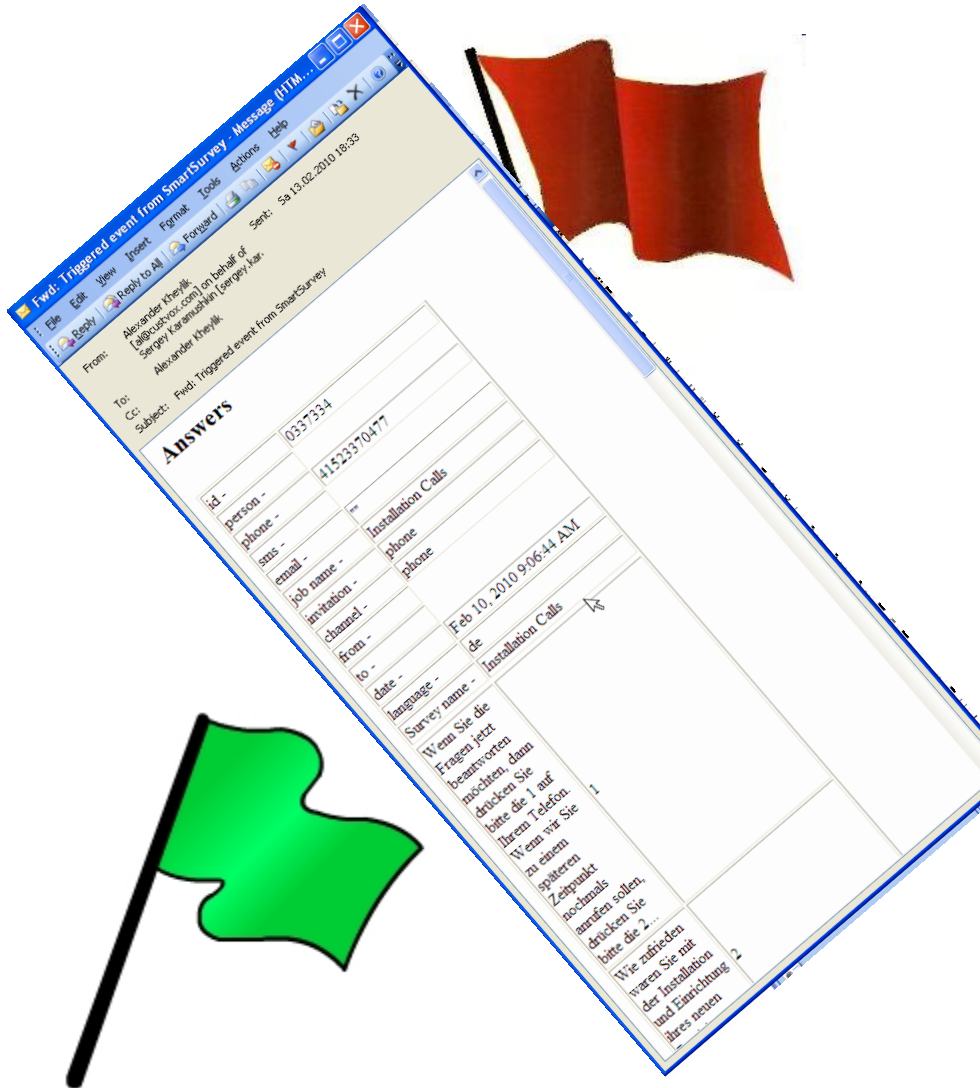


Netzwerkdiagramm zur Darstellung von Zusammenhängen zwischen Begriffen mit Emojis. Die Größe der Kreise zeigt die Global Count (0 bis 60). Legende: Budget (Blau), Organization (Rot), Positive (Gelb).



Kategorie	Anzahl
mitarbeiter	~1800
kundendienst	~1500
preis/leistung	~1200
zuverlässigkeit	~1100
produkte und dienstleistungen	~1000
probleme	~800
produktqualität	~400
prozessablauf	~300
anschluss	~200
rechnung	~100
handhabung	~100
tv sender	~100

Rising the RED or GREEN flag once a problem is detected: CLOSE THE LOOP



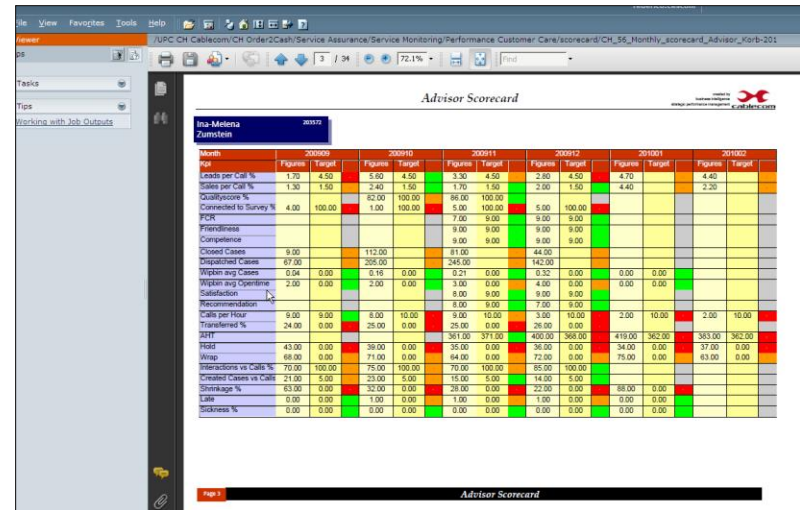
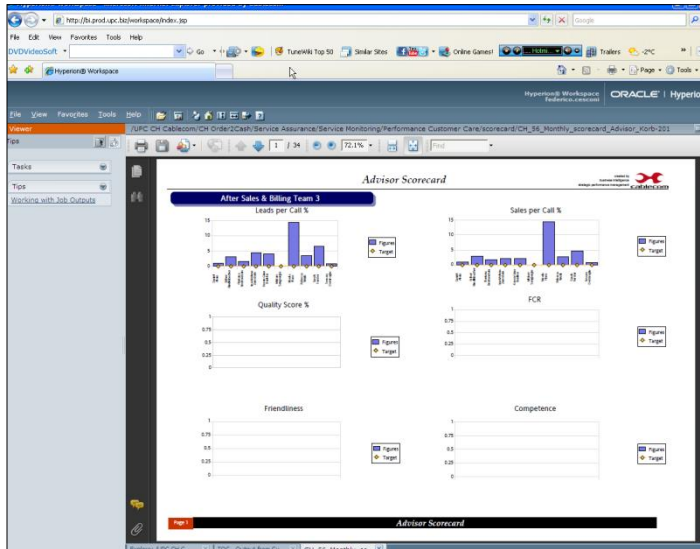
The real voice of the customer is available to the retention agent in the red flag email

Integrate and improve: customer experience dashboard

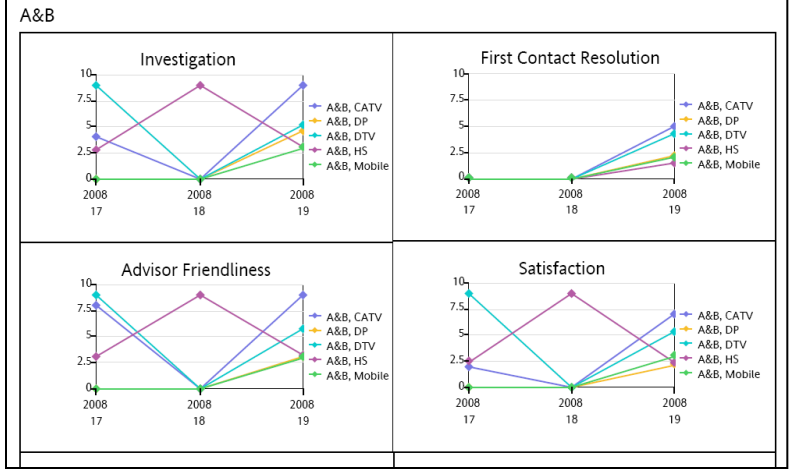
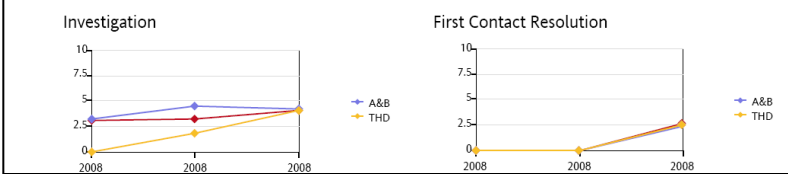


FROM SENIOR MANAGERS...

...TO CALLCENTER AGENTS



Year	Week	Investigation	FCR	Advisor Friendliness	Satisfaction	Nps	Number of Answers
2008	17	0.0	0.0	0.0	0.0	0.0	1
	18	1.8	0.0	2.0	3.6	1.8	5
	19	4.0	2.5	4.0	3.5	2.9	167
Total		1.9	2.5	2.0	2.4	1.6	173



Re-
sults

■
■

P

Changing for You program and the Customer Experience Management Department



"To sit back hoping that someday, some way, someone will make things right is to go on feeding the crocodile, hoping he will eat you last - but eat you he will" - Ronald Reagan



http://e-touch.cablecom.ch/changing-for-you-it/archive/changing-for-you-what-we-always-wanted-to-know-2

File Edit View Favorites Tools Help

Changing for you: tutto quello che abbiamo sempre V...

Home > Company > Changing for you

Changing for you

Changing for you: tutto quello che abbiamo sempre voluto sapere

Di **Patrizia Schurr**, 22.02.10, 06:00
 modificato l'ultima volta da **Patrizia Schurr**, 22.07.10, 12:23

Un principio di cui tutti parlano, parole grosse e grandi promesse: Changing for you. abbiamo raggiunto finora e cosa verrà fatto in futuro? Il nostro Senior Leadership Team

Su diverse nuove pagine trovate da subito tutte le informazioni più importanti sul programma C4U e la piattaforma delle idee, nella quale viene richiesta la vostra opinione. Sulla pagina don personalmente Changing for you per i membri dell'SLT.

Le nuove pagine in sintesi

Business Solutions

Customer Care

Network

Marketing - Sales

Finance

IT

Corporate Services

Employee Zone

Team

Progetti & Appoggio

Come stiamo cambiando

- Le iniziative
- Quel che è stato già raggiunto
- Ulteriori misure

Contiamo sulle vostre idee

- Piattaforma di idee
- Big idea Winners

Domande e risposte

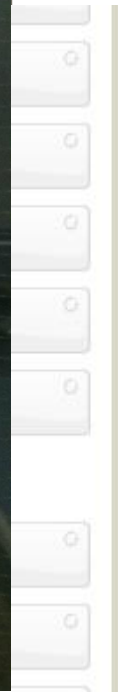
- Domande e risposte

Parlano i membri del Management

- Video dei membri del SLT
- Operational Leadership Dialogue (OLD)

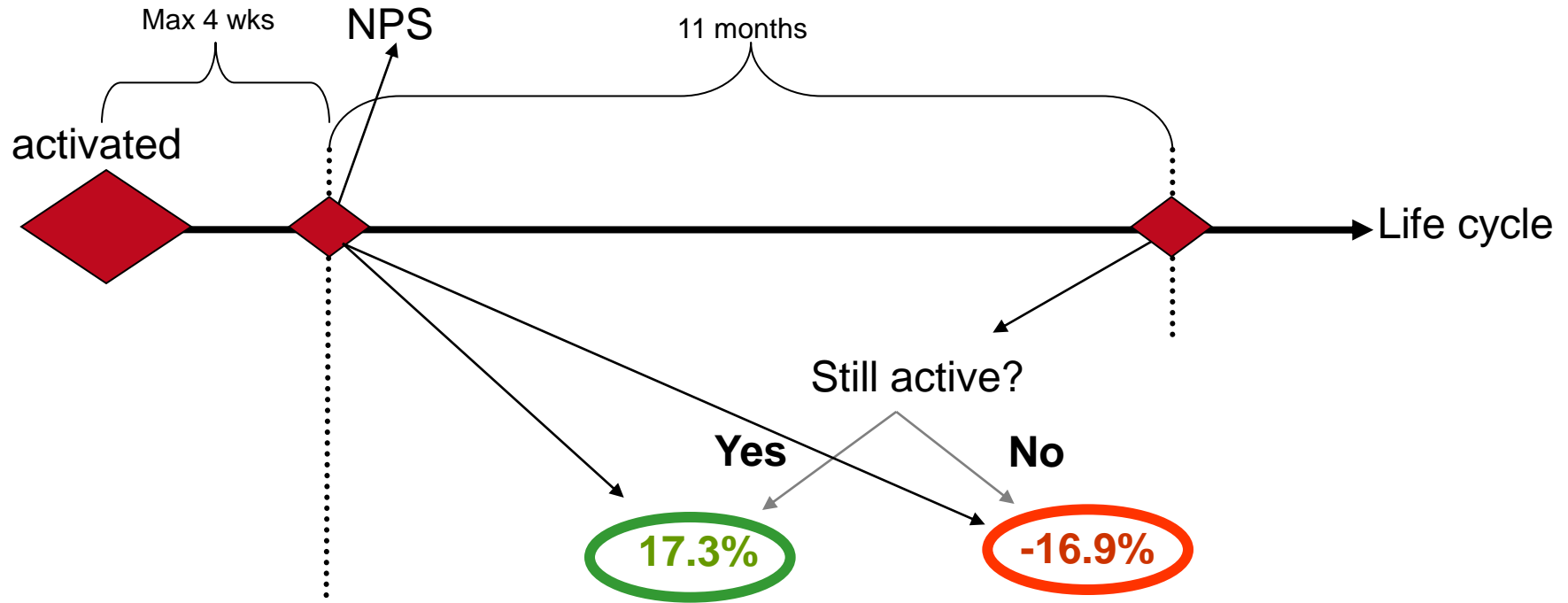
Chi sta dietro «Changing for you?»

Unregistered Version



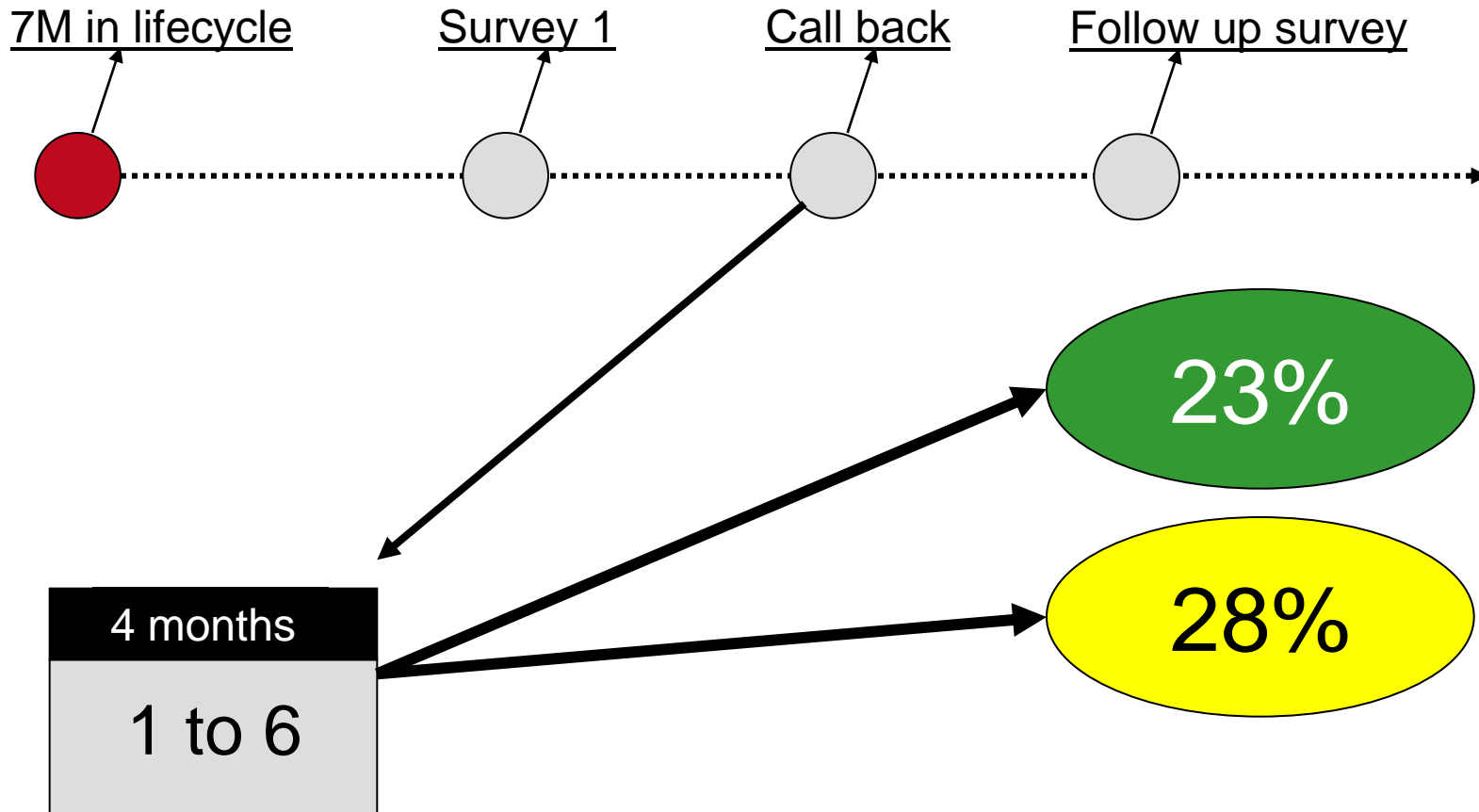
Documenti:

Results: using CFM as KPI to predict churn



- Specific micro 1:1 activities based on feedbacks
- Specific macro activities based on feedbacks categorization (text mining)

Positive Results from the CLOSE THE LOOP process: increase satisfaction



52% of detractors changed status after the call back process
23% from detractors to promoters

C on-
clu-
sions



Take away



-
- Listen the voice of the customer: **CAPTURE**
 - Educate your organization to listen the VoC: **ANALYZE** and **INTEGRATE**
 - Go back to unhappy customers and surprise them: **CLOSE THE LOOP**
 - Report it in a way that clearly demonstrates the value: **MEASURE**
 - Evaluate successes and failures and then take another small step forward

End of the
Story :-)

<http://www.cesconi.com>

federico @ cesconi.com

The background features a light gray grid pattern. Scattered across the grid are various 3D-rendered objects: solid spheres in shades of blue, green, yellow, and red, and hollow rings in blue, green, and red. Some objects are larger and more prominent, while others are smaller and more subtle. The overall aesthetic is clean and modern, suggesting a digital or data-driven environment.

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