

THE UK'S ONLY INDEPENDENT AND MOST PRESTIGIOUS CUSTOMER SERVICE BENCHMARKING PROGRAMME

TOP companies
for customer service

Best Practice
Inspire
Multi-channels
Info sharing
Independent
Benchmarking
Retention
Improvement
Networking
Motivation
Recognition
Gala dinner
Analysis
Kitemark
Quality
Workshops
Research
Insight
Conference
Loyalty
Development
Engagement
Innovation
Excellence

THE TOP COMPANIES PROGRAMME IS OWNED AND
MANAGED BY

beyond
MEDIA SERVICES

Revolution

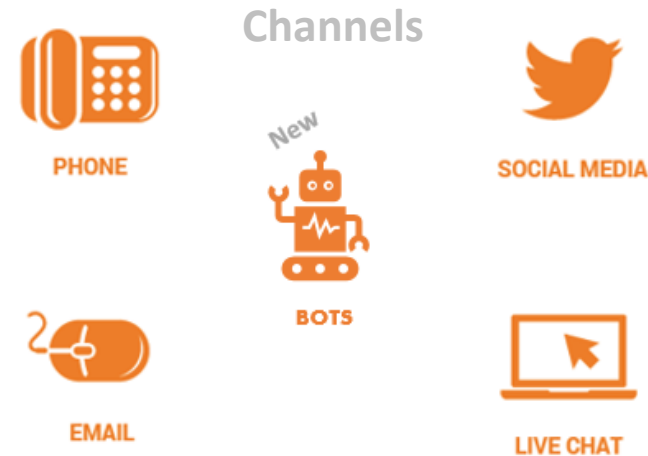
WWW.TOPCUSTOMERSERVICE.CO.UK

Benchmarked Mystery Shopping

The mystery shopper evaluation questionnaire focuses on the following **5 key service attributes** across all customer service channels:

5

- Timeliness
- Ease of use
- Reliability
- Staff knowledge
- Personalisation



Sectors

Banking/Finance	Retail
Charity	Service Providers
E-Retail	Telecoms and Media
Insurance/Financial Other	Travel Service & Hospitality
Public Sector	

Top Companies for Customer Service Member Portal

Via our exclusive portal you will be able to access the following:

Top Benchmarking Summary

Analysis of your performance each year benchmarked against the industry trends and top participants

Individual Reports & Examples of Assessments

Example reports with supporting recordings or transcripts from the customer interaction



The screenshots show a member portal interface with the following sections:

- It's a balancing act to achieve customer delight** (TOP 50 companies): A dashboard with a 'Top 10 scores for drivers of delight in these areas...' section, including metrics for 'Effort' and 'Efficiency'.
- Key Satisfaction Drivers in Your Sector** (TOP companies): A section titled 'Key drivers of delight and dissatisfaction in Insurance / Financial Other' with a table of drivers.
- Contents** (TOP 50 companies): A table of contents listing sections 1 through 9.
- Top 50 | Headlines** (TOP companies): A section with key statistics and benchmarks, including 'Timeliness has deteriorated across all channels bar Emails since 2016, dropping from 87.5% to 86.1%', 'Top Ranked member scored an impressive 96.0%', and '125 Enquiries for every member in each channel'.
- Right-hand navigation menu**: A vertical list of categories including 'PERSONALISED', 'TIMELY', 'ANALISED', 'OF USE', 'ABLE', 'ANALISED', 'ANALISED', 'MELY', and 'MELY'.



Trend

A history of your performance over the years to support ROI and track improvement

Predictive 'What If' Tool

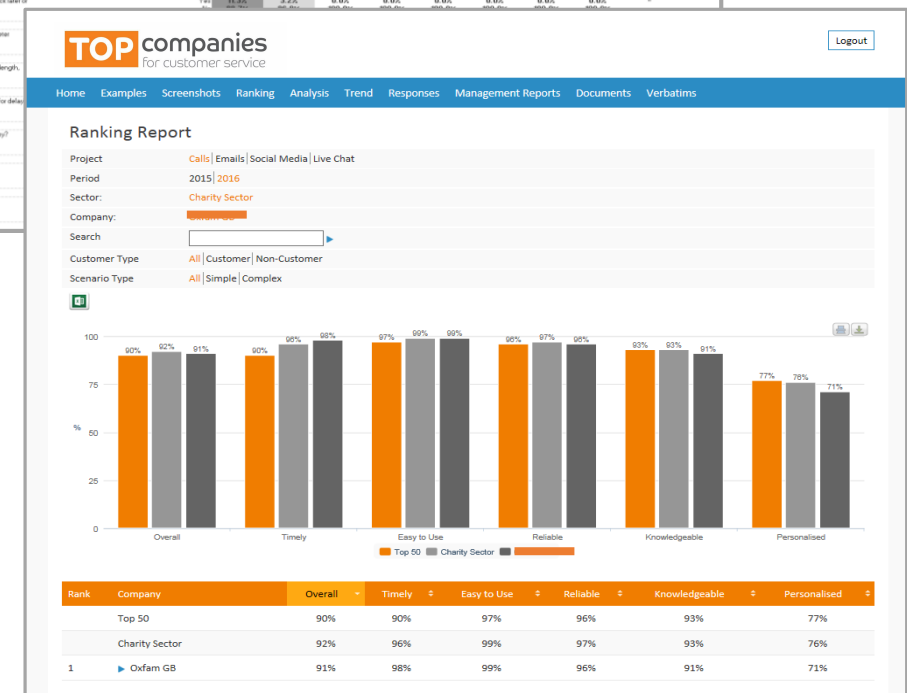
An interactive tool to enable you to see what would happen to your overall score and ranking based on increased performance levels against all evaluation questions. Our Predictive Tool Helps to pinpoint and prioritise key areas for focus and improvement to enhance your customer service offering

Ranking Report

Detailing your performance across all Pillars against Sector and the Overall Top Companies for Customer Service. All reports can be exported to Excel in both chart and raw data format for use within internal presentations

Telephone Data Tabs 2017 - Member name

Split by Customer Type	TOP 50		Your Average (2017)		Customer		Complex		Simple		Non-customer		Complex		Simple		
	Score	Percentage	Score	Percentage	Score	Percentage	Score	Percentage	Score	Percentage	Score	Percentage	Score	Percentage	Score	Percentage	
Decision Issues																	
Overall	86.4%	89.0%	86.0%	85.0%	83.0%	87.7%	89.0%	87.0%	89.0%	87.0%	87.0%	87.0%	87.0%	87.0%	87.0%	87.0%	87.0%
Timely	89.2%	89.3%	79.0%	71.3%	79.0%	71.3%	79.0%	71.3%	79.0%	71.3%	79.0%	71.3%	79.0%	71.3%	79.0%	71.3%	79.0%
Easy to Use	86.7%	85.0%	84.0%	82.0%	83.0%	82.0%	84.0%	82.0%	83.0%	82.0%	84.0%	82.0%	83.0%	82.0%	84.0%	82.0%	83.0%
Reliable	85.0%	86.2%	86.2%	86.0%	85.0%	85.3%	86.7%	86.0%	85.0%	85.3%	86.7%	86.0%	85.0%	85.3%	86.7%	86.0%	85.0%
Knowledgeable Staff	83.4%	86.2%	84.0%	84.0%	84.0%	84.0%	84.0%	84.0%	84.0%	84.0%	84.0%	84.0%	84.0%	84.0%	84.0%	84.0%	84.0%
Personalised	78.4%	75.0%	70.1%	73.3%	67.7%	70.3%	67.7%	70.3%	67.7%	70.3%	67.7%	70.3%	67.7%	70.3%	67.7%	70.3%	67.7%
Questions																	
Timely																	
2.1 How many attempts did you make before you successfully got through to a live CSA?	Get through on 1st attempt	94.4%	94.0%	92.0%	90.3%	86.0%	85.6%	86.0%	85.6%	86.0%	85.6%	86.0%	85.6%	86.0%	85.6%	86.0%	85.6%
	2	4.0%	4.0%	6.0%	6.0%	1.1%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	3	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Could not get through after 3 attempts	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2.2a How long to get through to live CSA after finishing dialling?	Up to 30 seconds	27.3%	18.5%	24.0%	3.4%	2.3%	4.4%	4.4%	75.7%	66.7%	64.2%	64.2%	64.2%	64.2%	64.2%	64.2%	64.2%
	31 seconds to 1 minute	28.3%	29.7%	7.2%	2.3%	4.7%	0.0%	0.0%	10.3%	27.8%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
	1 minute and 30 seconds to 2 minutes	14.0%	3.2%	4.0%	15.7%	4.7%	6.7%	2.7%	0.0%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%	5.3%
	2 minutes and 30 seconds to 3 minutes	0.0%	4.4%	2.4%	3.4%	2.3%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	3 minutes and 1 second to 5 minutes	3.3%	29.3%	31.2%	44.3%	39.5%	46.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	5 minutes and 1 second to 10 minutes	7.3%	14.3%	26.4%	38.4%	39.5%	33.3%	2.7%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Over 10 minutes	6.3%	3.2%	3.2%	4.5%	7.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2.3 Automated message advising to call back later or at a quieter time?	Yes	11.3%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2.4 Automated message advised when queue periods were?	Yes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2.5 Automated message advised of queue length, position in queue or approval at time?	Yes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2.6 CSA acknowledged wait or apologised for delay?	Yes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2.7 Automated option to resolve your enquiry?	Yes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2.8 Put on hold during call?	Yes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2.9 Put on hold, were you told why?	Yes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%



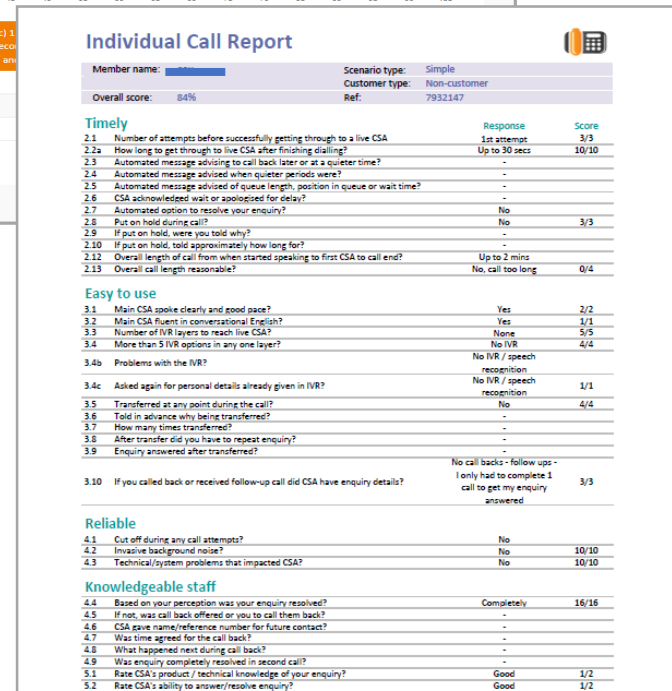
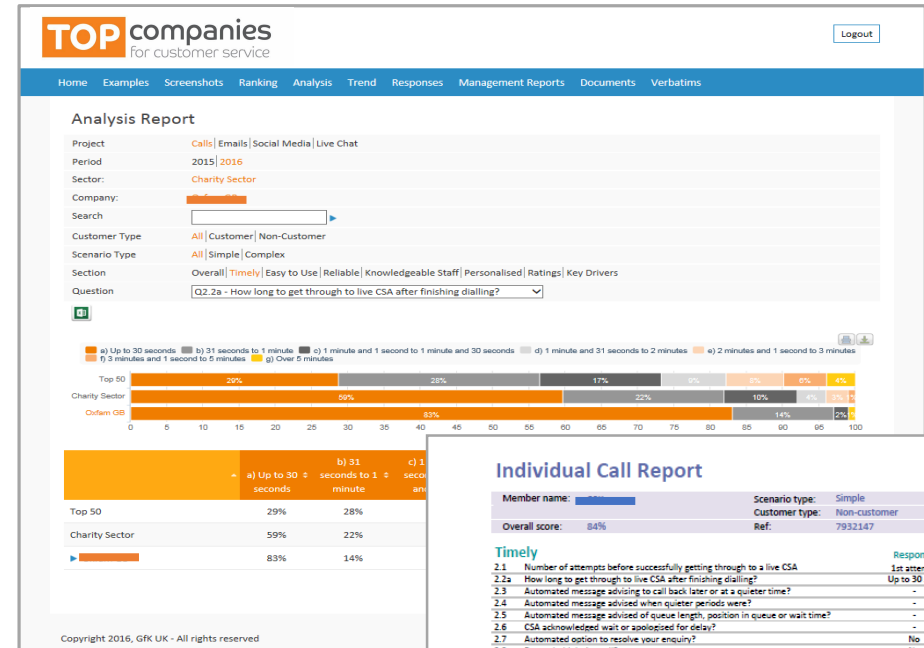


Analysis Report

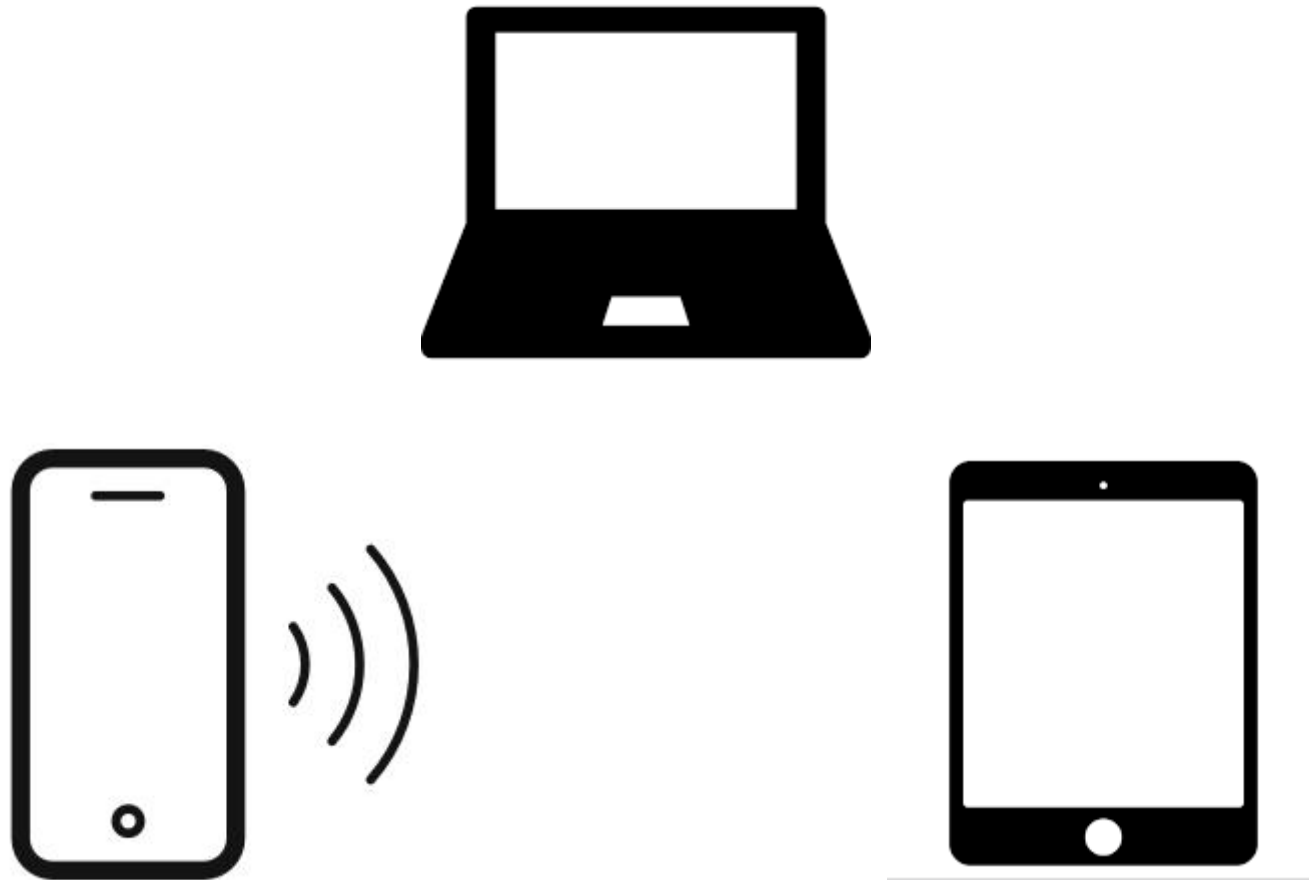
Outlining your performance on individual metrics assessed within the programme

Data Tabs

A granular level report containing the full breakdown of your data by Scenario, Time of Day, Satisfaction, Effort and NPS, enabling you to explore links between each element and the service areas assessed



Delivering Results via:



**D
A
T
A**

Rankings
Benchmarking Data
Interactive analysis

**E
X
A
M
P
L
E**

Site Reporting
Evidence
Verbatim feedback

**R
E
P
O
R
T
S**

Channel Report
Predictive Tool
Data tabs
Industry report

Your Top Companies Consultant will work with you to review Highlights and Lowlights, and support with building a plan of action for the following 12 months, in line with your organisation's customer service strategy



Top Companies Research has found:

Timeliness has improved across all channels (although no change in Calls)

86.1% to 86.9%

Top Ranked member scored an impressive

 **96.6%**
up 0.6% from 2017

Benchmarking and comparisons

- your sector
- your centre size
- customer type
- scenario complexity



Live Chat improved significantly overall since 2017

 **3.9%**




All channels showed an improved performance bar **Calls** scoring

 **1.2%**
less than 2017



Calls remains the **most popular** with

91% 

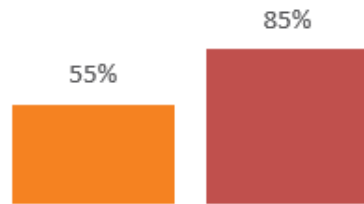
of members participating in this channel

Resolution and Staff Knowledge:



30% more Top 50 customers rated CSA's product knowledge as **Excellent**

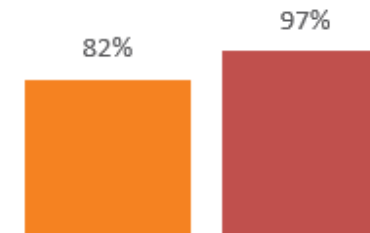
TOP BOX RESPONSE



Question: How would you rate the CSA's product / technical knowledge of your specific enquiry?



Fully resolved enquiries



15% fewer customer enquiries are resolved by organisations outside of Top 50

Industry Benchmark

Top 50 2018

Learnings:



With very few exceptions, all areas showed Top Companies to outperform the Industry benchmark



Customers who find an experience difficult are **40%** more likely to churn



Organisations that implement an improvement plan based on Top Companies research demonstrate a significant improvement on service delivery and customer experience



1% uplift in employee engagement = 2% uplift in productivity