Insite helped a large manufacturer enhance its customer experience through self-service, improving CSAT and issue resolution levels, and saving the contact center $800,000.

This company brought one of the first grills to market and has since introduced innovations that are now the standard among modern grills.

$310K
Online Savings

$260K
Chat/Mobile/SMS Savings

$230K
IVR Enhancement Savings

Challenges

To provide a positive experience for their customers, specifically around warranties, parts, recalls, and general information, this company has an outsource partner who handles its customer service calls. During the busy season, which is June through August, call volume rose significantly, partly due to increased market share. Since they wanted to continue to grow market share, the decided to focus on self-help to deflect call volume during this increase.

Solutions

Insite completed an evaluation specifically focused on identifying the areas of opportunity for customer self-help. We collected data and processed information at multiple levels across 18 areas of the business. We then scored each item as red, yellow, and green. Our scoring process included:

- **Listening to Customer Calls**
- **Collecting Data**
- **Completing On-site Interviews**
- **Observing Technology Usage**

Results

Through the engagement, we identified the following self-service improvement opportunities:

- Active online profiles were challenging to link as duplicate profiles were prevalent
- Chat resolution rates had a significant opportunity
- Channel hopping from chat to voice could not be tracked without chat CTI
- Observed behaviors did not leverage probing questions to assist with next issue avoidance

From these opportunities, we provided the following to help enhance their self-service:

- Strengthened online capabilities by capturing additional customer information when creating accounts, allowing auto-fill, standardizing authorization processes, and adding online management functions
- Enhanced chat functions through virtual agents resulting in improved CSAT and resolutions
- Leveraged SMS to update customers on shipping/order confirmation/stock availability
- Boosted IVR self-service abilities by adding options for tracking and management in addition to capturing additional information

If you would like to learn more, contact us at **connect@callinsite.com**

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