

Welcome to 2Ring Staffino webinar

If you have questions during the presentation, post them into the chat window and send them to everyone.



Michaela
michaela@staffino.com

Michal
mgrebac@2Ring.com

Ossamah
ossamah.shabbir@2Ring.com

Tom
tmccain@2Ring.com

Please be advised that this meeting will be recorded.

Please keep muted during the presentation. You can then ask questions during the Q&A portion at the end.

- **What is Staffino and how does 2Ring integrate with the Staffino solution?**
- **How is Staffino different from traditional IVR surveys?**
- **How you can purchase this solution**

Agenda

- **Why Every #CCTR Needs CX & AX Solution**
- **How Staffino Compares to IVR Post Call Surveys**
- **How Staffino Achieves Above Average Conversion**

Why Every #CCTR Needs CX & AX Solution

Saving cost driven

Agent turnover

ROI

Customer retention

ROI

Quick win

Revenue driven

Cross-sell /Up-sell

ROI

CSAT & Loyalty

FCR
First Call
Resolution

ROI

Agent
performance

Quick win

Process
improvements

Quick win

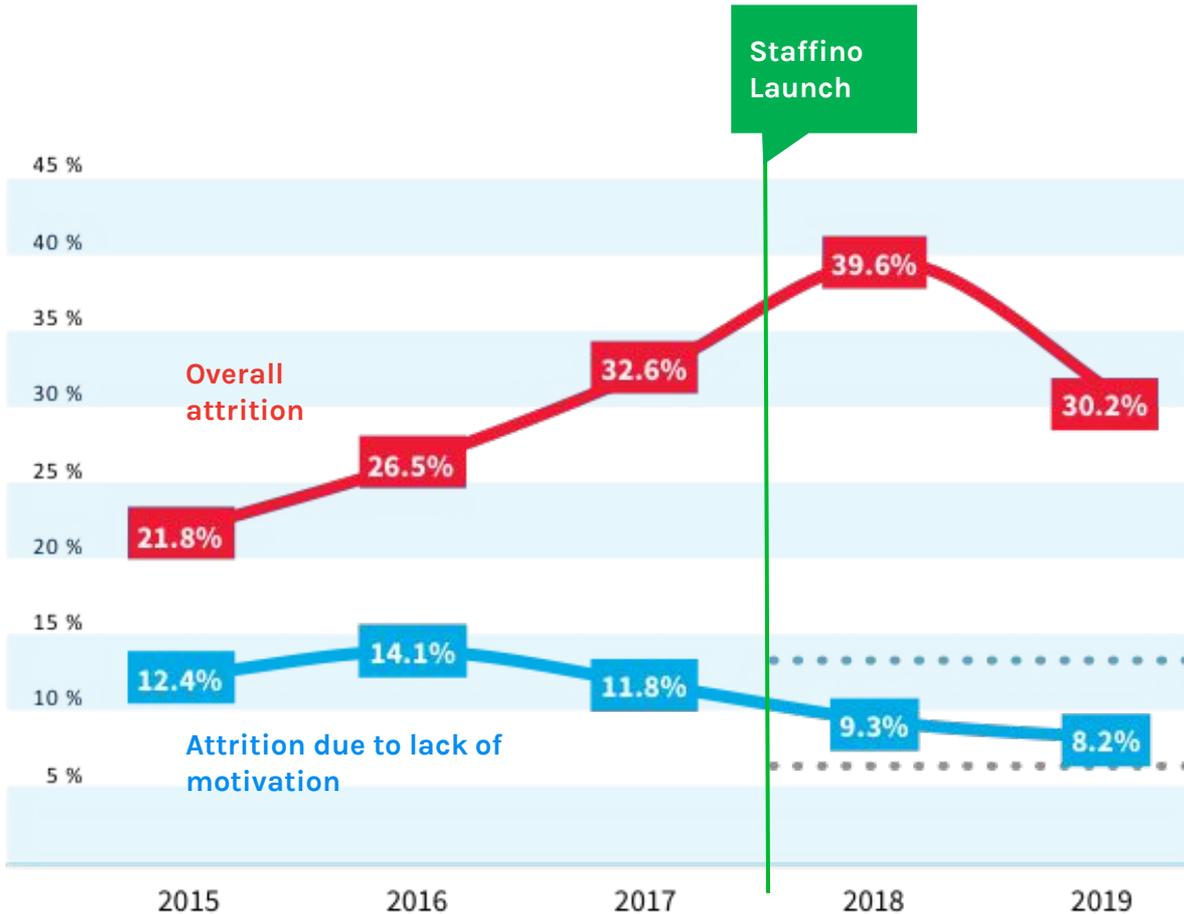
Agent Turnover

30-45%

High agent turnover rate in contact centers

- Lack of motivation
- Low recognition
- Low engagement
- Stress





What does a 4% voluntary attrition decrease mean?
\$550,000 cost savings

Unproductive time (newcomers) costs savings
Training costs savings



Dave sent **THANK YOU** to Jane

20 hours ago

I want to thank Jane for professionally managing my issue.



Great, keep up the good work.

Peter 1 hour ago



Thanks. I'm glad my work is appreciated :)

Jane 1 hour ago



Dave sent **THANK YOU** to  Jane
20 hours ago

I want to thank Jane for professionally managing my issue.



Great, keep up the good work.

Peter 1 hour ago



Thanks. I'm glad my work is appreciated :)

Jane 1 hour ago



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I want to thank Jane for professionally managing my issue.



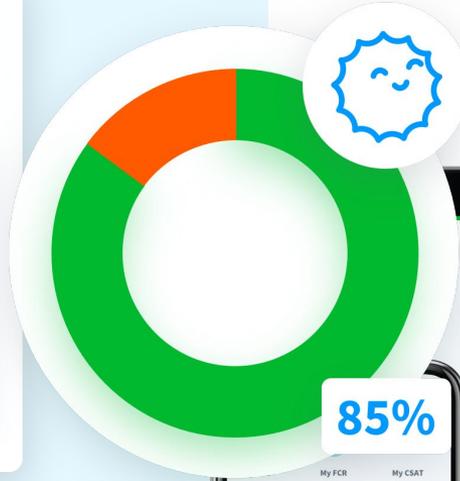
Great, keep up the good work.

Peter 1 hour ago



Thanks. I'm glad my work is appreciated :)

Jane 1 hour ago



Agent turnover



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20 hours ago

I want to thank Jane for professionally managing my issue.



Great, keep up the good work.

Peter 1 hour ago



Thanks. I'm glad my work





Dave sent **THANK YOU** to  Jane
20 hours ago

I want to thank Jane for professionally managing my issue.



Great, keep up the good work!

Peter 1 hour ago



Thanks. I'm glad my work is done.



Catherine

Call Center assistant

BEST NPS

NPS 89,58



Mark

Call Center assistant

BEST SATISFACTION

CSAT 95,7%



Barb

Call Center assistant

POSITIVE SENTIMENT

Sentiment 97,5%



John

Call Center assistant

MOST FEEDBACK

457 Responses



Dave sent **THANK YOU** to Jane
20 hours ago

I want to thank Jane for professionally managing my issue.

Great, keep up the good work.

Peter 1 hour ago

Thanks. I'm glad my work



- Catherine**
Call Center assistant
BEST NPS
NPS 89,58
- Mark**
Call Center assistant
BEST SATISFACTION
CSAT 95,7%
- Barb**
Call Center assistant
POSITIVE SENTIMENT
Sentiment 97,5%
- John**
Call Center assistant
MOST FEEDBACK
457 Responses



Mark

SENT A THANK-YOU to Beth, Call Center agent



Would you, please, go to an agent that I spoke to earlier today and apologise to her for me. I acted like an **shole.
Thanks.



Dear Mrs. Barbara - what a great agent !!! You are the right person in the right place. I appreciate your professionalism, willingness, helpfulness, patience and humanity. I would give you an A+ if I could.

**Barbara**

Call center agent



Mrs. Lena was very pleasant, friendly and communicative. She patiently explained everything to me and also found a solution that would be optimal for me.

**Lena**

Call center agent

Veronica know how to treat a customer. She offered me help, and proposed to send a contract to another address so that I managed to sign all papers in time. I wish more people have the same approach.

**Veronica**

Call center agent



Desa Káľichová
profesionálka
Zuzana Káľichová

Čítajú desu, máta pojem od výše píšúceho. To je
schýľka, to byh = negatívna postojka, pokiaľ
jeam = dala sa odu = udu, nebyl = dala
postojka = a pokiaľ negatívna postojka ne
byh = negatívna postojka = dala = vzhľadom
Čítajú postojku

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Customer Retention

Churning customers

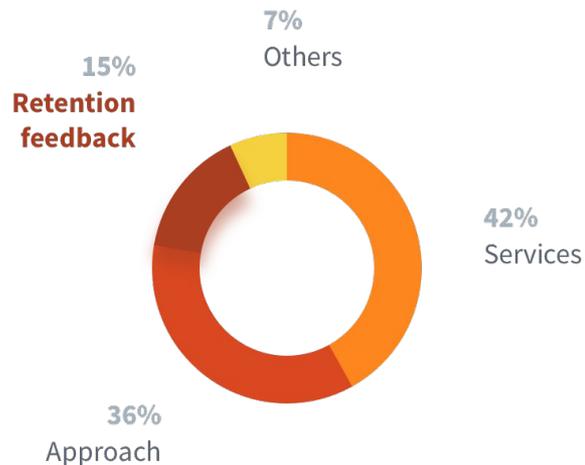
The assistant promised me that he would call back, but he didn't. Tomorrow I am switching my utility operator.



Robert

Call center agent

Revenue secured by identifying and retaining churning customers



Results

Saved value - Reactive retention calculator

Contact volume surveyed in transaction survey	562,358
Conversion rate	7 %
Feedback volume	39,365
Negative feedback %	12 %
Negative feedback volume	4,724
Reactive retention cases %	15 %
Reactive retention case volume	708.57
Success rate of reactive retention	70 %
Average life-cycle of subscription	21
ARPU	\$19.80
Value of 1 saved customer	\$415.80

Total saved value

Per one month subscription

\$206,236.701

\$9,820.80

orange™



orange™

Vladislav Kupka
Customer Service
Director
Orange

More than half of all reactive retention cases, that we capture via Staffino, we wouldn't have ever caught.



For us, it's a completely new channel, that helps us to retain our customers. Thanks its simplicity and ability to discuss internally every single case directly in the app we are capable to retain 70% of all customers that tend to leave.

Retention through transactional surveys

You can identify customers by simply asking them about their recent experience. A typical example is to ask customers about their experience when visiting your branch or calling your contact centre.



Customer 35664213560

SUGGESTION

to

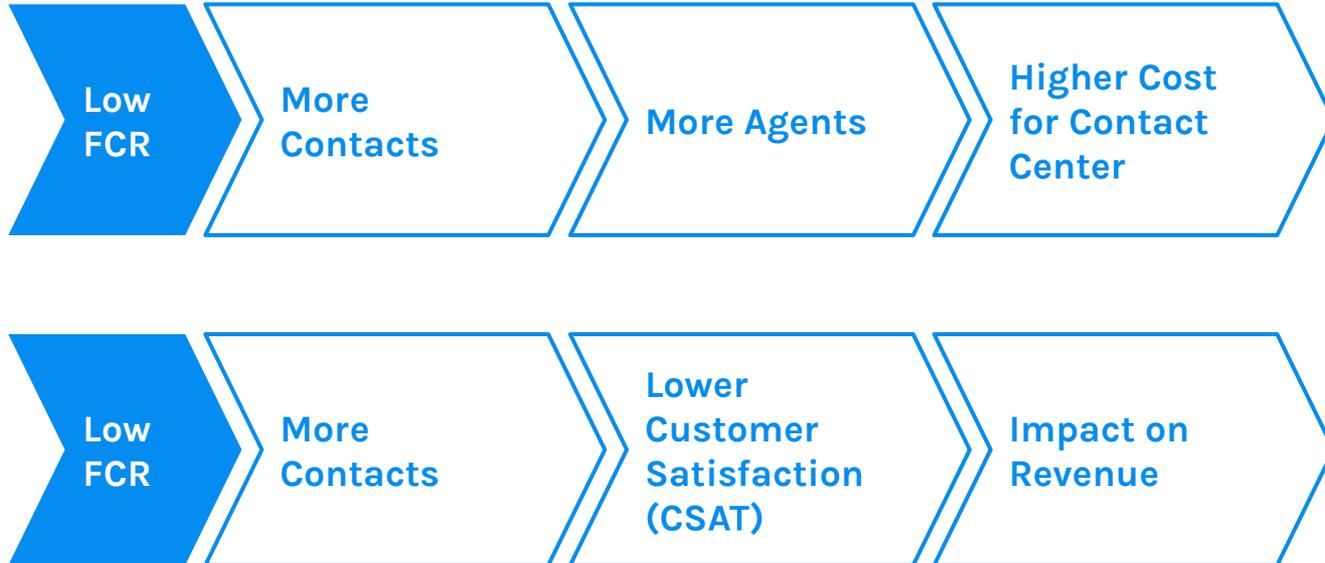


Martha, Call Center operator

A few weeks ago my colleague shared details about his program and pricing with his telco provider and I will tell you, it is a much better offer than I got from you. So maybe I will stop by there and ask.

FCR

First Call/Contact Resolution



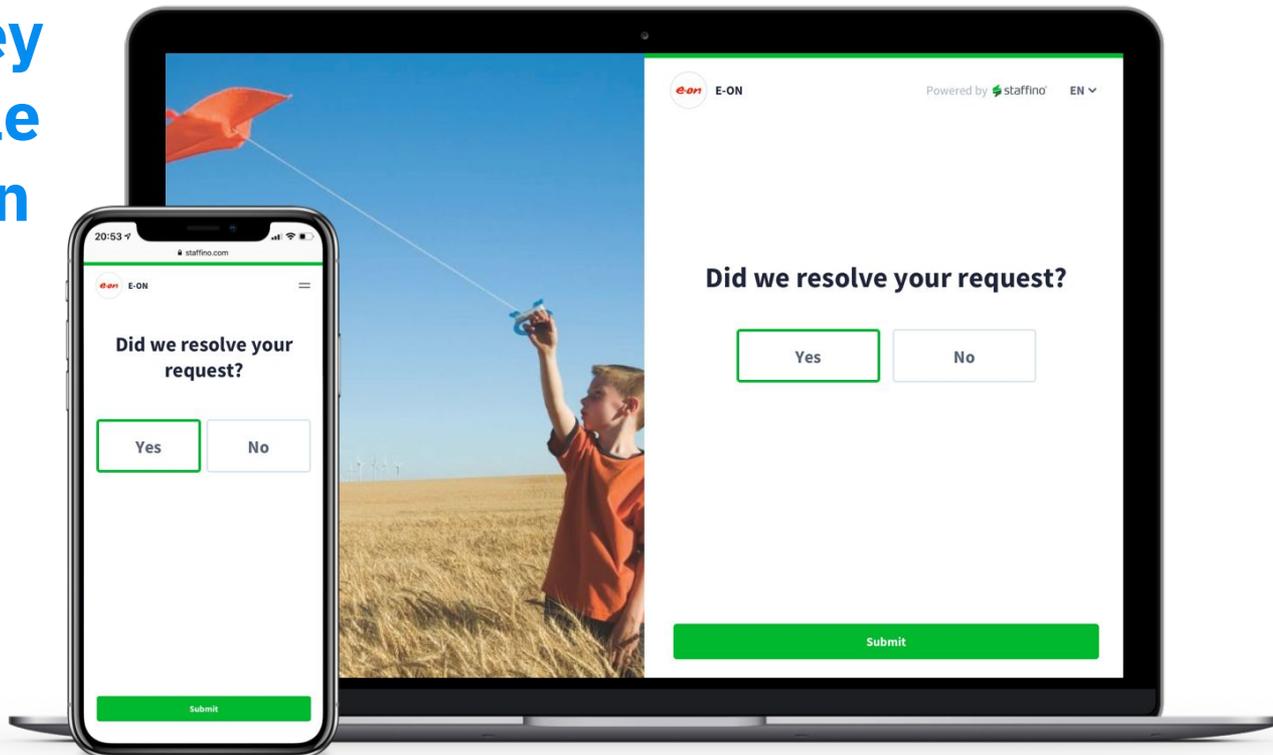
Cost savings estimate

FCR increase	2%
Decrease of repeated call rate	2%
Reduction of CC headcount	1%
Number of agents	500
Annual labour cost / 1 agent	\$30,000
Savings	\$150,000

Revenue increase estimate

FCR increase	1%
CSAT increase	1%

Within the survey typically a simple YES/NO question will do the job



Agent Performance

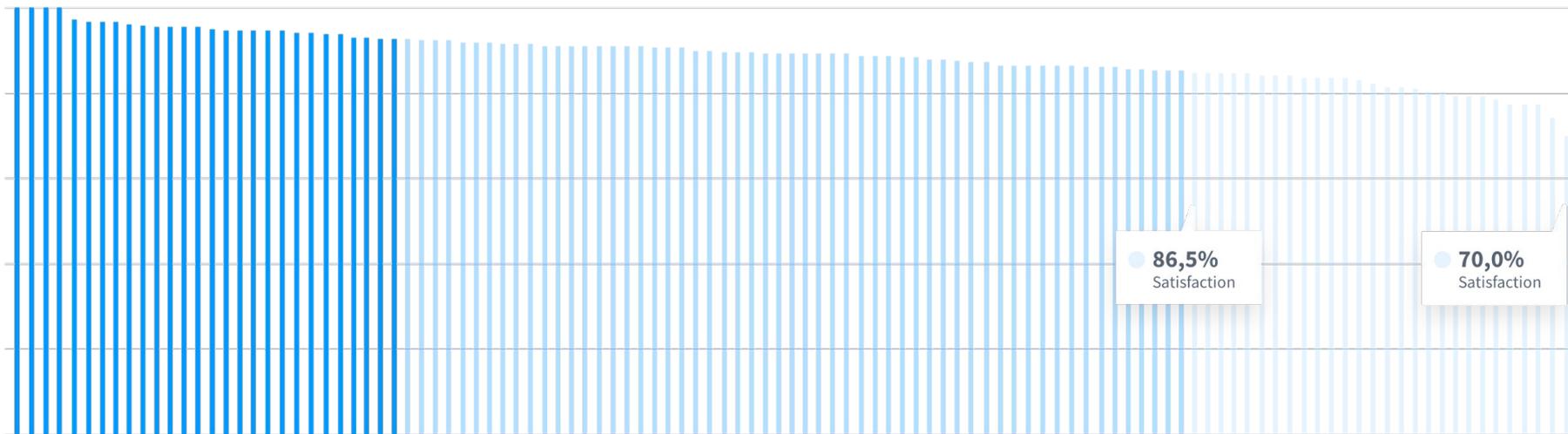






Best 28 agents (25%)

Worst 28 agents (25%)



Satisfaction difference 4 % to 7 %

Satisfaction difference 16%

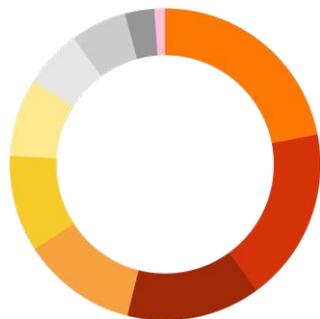
Name ▾	Feedback ▾	Sentiment	CSAT	CES	CES	FCR	NPS	Multi choice	Rating scales	Open verbatim
▲ Company	54	80%	89%	4,18	89	89%	89	3	4,18	89%
▲ Call Center	68	74%	91%	4,27	91	91%	91	7	4,27	91%
▲ Team 1	59	87%	96%	4,63	96	96%	96	1	4,63	96%
Jody Team 1	35	83%	94%	4,97	54	94%	45	1	4,97	94%
Bryan Team 1	98	62%	92%	3,71	92	92%	92	2	3,71	92%
Emily Team 1	2	80%	88%	2,47	88	88%	88	7	3,71	88%
Amy Team 1	68	74%	91%	4,97	91	91%	91	3	4,97	91%
Karen Team 1	87	87%	80%	3,71	80	80%	80	5	3,71	80%
▶ Team 2	78	83%	94%	4,63	94	94%	94	1	4,63	94%
▶ Team 3	88	62%	92%	4,97	92	92%	92	2	4,97	92%
▶ Team 4	63	80%	88%	3,71	88	88%	88	7	3,71	88%
▶ Retail	77	74%	91%	4,92	91	91%	91	3	4,92	91%

Process Improvements



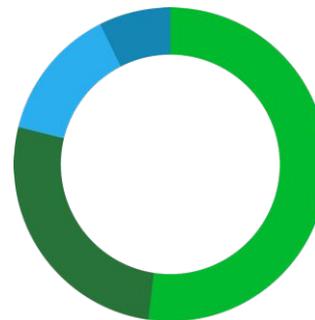
Thanks to real-time semantic analysis we are able to segment individual feedback into topics. We are able to break down topics into single units or the specific people responsible for feedback.

Problematic Areas Identification



- 22% ● Failure to solve customer requirements
- 18% ● Incorrect information from operators
- 14% ● Request processing time
- 12% ● Operator forgot to contact the customer back
- 10% ● Incompetence of operators
- 8% ● Misunderstanding of operator responses
- 6% ● Attitude and willingness
- 6% ● Time to connect with the operator
- 3% ● Unrecognized complaints
- 1% ● Poor care for loyal clients

Strengths Identification



- 52 % ● Attitude and professionalism
- 27 % ● Time of solving requests
- 14 % ● Operator intelligibility
- 7 % ● Possibility to communicate by email



Patrik Varga
Head of Distribution
Business Department
E.ON



Just three months after Staffino deployed, the onboarding of new customers in E.ON was reduced by almost 1 week!

Staffino helped us identify customer cases that were not followed up effectively. Delayed customer cases were instantly flagged by Staffino instead of getting stuck in company processes. This allowed E.ON operators to manage customer cases in a timely way, resulting in an average reduction of implementation times by 6 days, from 21 to 15.

We also collected most repeated questions operators couldn't help customers with. We are about to train agents to be able to answer. Next time customers ask the question, agents will be better prepared.

Cross-sell

Up-sell

Missing on sales opportunities

- Agent gives wrong information about products/services
- Agent forgets to mention certain product/service
- Agent doesn't follow up

Data for best practices

- Why customer complains/thanks for up-selling

The screenshot displays a 'Profile feedback' section for an agent named James Bourne. At the top right, there is a profile picture of James Bourne, his name, and his role as 'Agent Team 3'. Below this, a red 'SUGGESTION' button is followed by a text box containing the feedback: 'Maybe he just didn't have a good day, but he promised to call back and he did not'. Below the suggestion, there is a question: 'What is your total satisfaction with o...' followed by two yellow stars. The interface has two tabs: 'Reply' (which is active) and 'Internal discussion (0)'. Under the 'Reply' tab, there are three entries. The first is a reply to Austin Lindgren with a green message bubble: 'We are sorry to hear it. We are on it.' followed by '23 hours ago'. The second is a customer review with a blue and green icon, a light blue message bubble: 'Thanks, it really worked. The agent called me and he helped me with setting new connection I asked for. Thumbs up. I thought you are lost...' followed by '23 hours ago'. The third is another customer review with a blue and green icon, a green message bubble: 'Thanks for giving us chance. This is why we use this real time feedback. You know, it sometimes happens. So we try to find always new ways, how to be close to you. Happy to help anytime.' followed by '23 hours ago'. At the bottom, there is a 'Message' input field with a small profile picture of James Bourne on the left and a paper plane icon on the right.

e-on

I would like to say thank you for friendliness and willingness when she was handling my request. I am also thankful for information about new products.



Veronica
Call center agent

I really like her style – the agent was up to date with information, she knew what I really needed. It was quick, brief and concise. Moreover, she proposed me new product, which was really interesting for me. The agent was sympatic. I have been with your company for a really long time and we are still very happy with you – no need to change provider.



Linda
Call center agent

Ms. Jane was very kind, friendly and willing , when she was dealing with my request. Moreover she proposed me the possibility of another product.



Jane
Call center agent

Customer Satisfaction & Loyalty

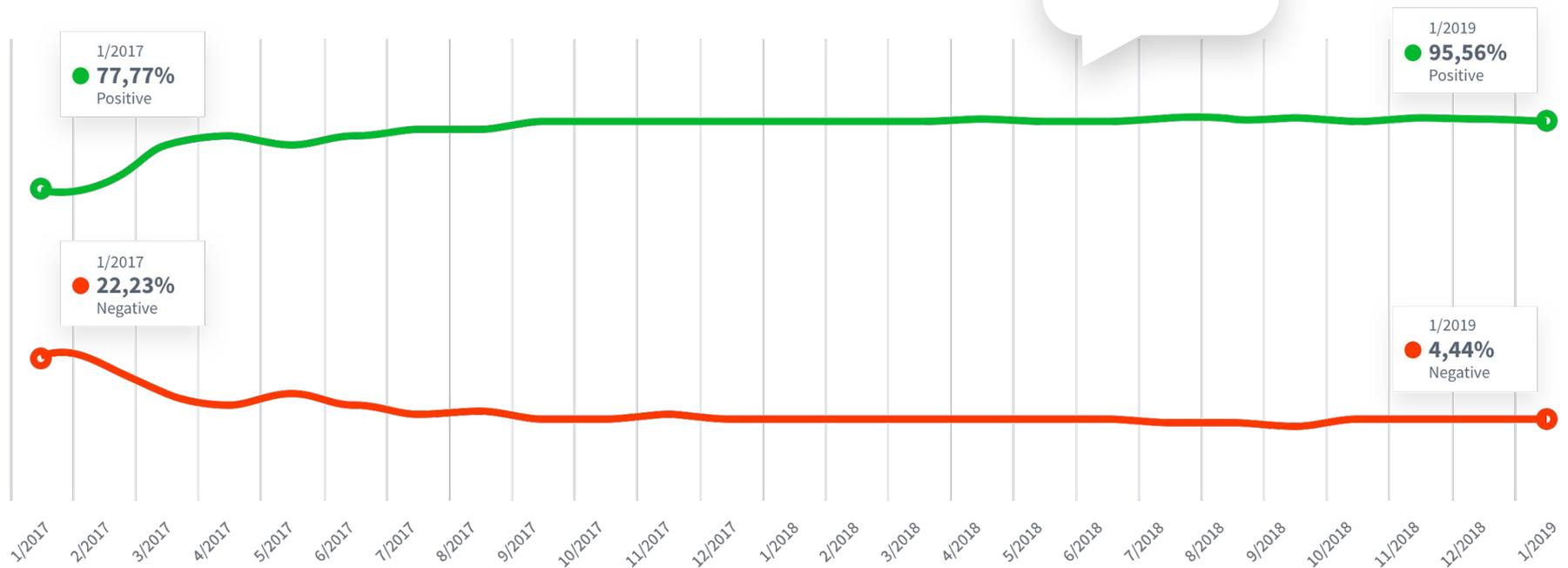
Why Customer Satisfaction and Loyalty matter?



Source: The Temkin Group's 2016 Customer Experience Rating study

Overall satisfaction grew dramatically in last 24 months

O₂



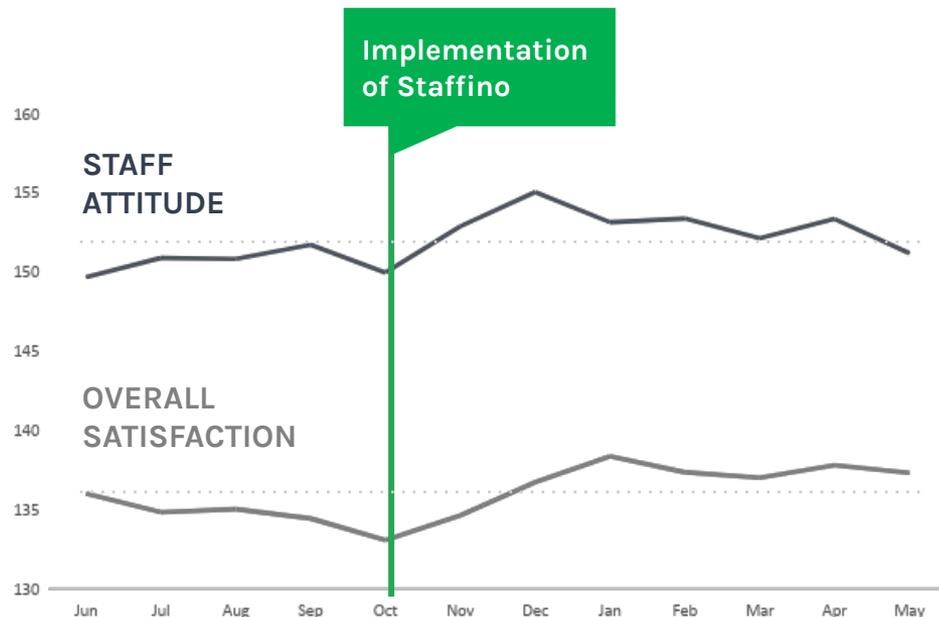
Client satisfaction with agents - continuous improvement

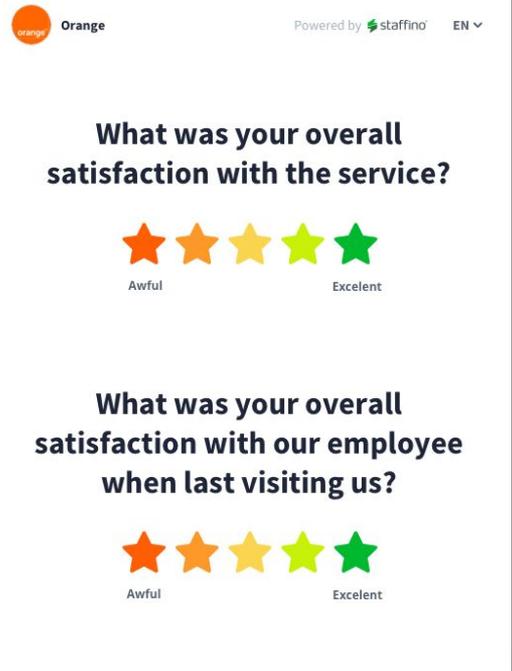
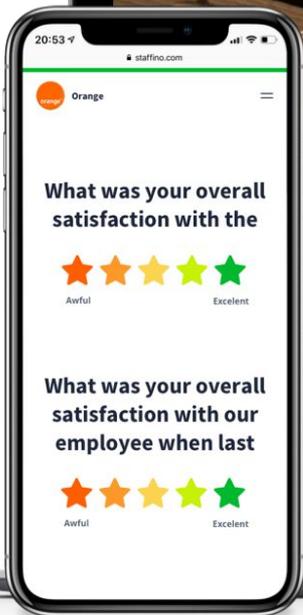
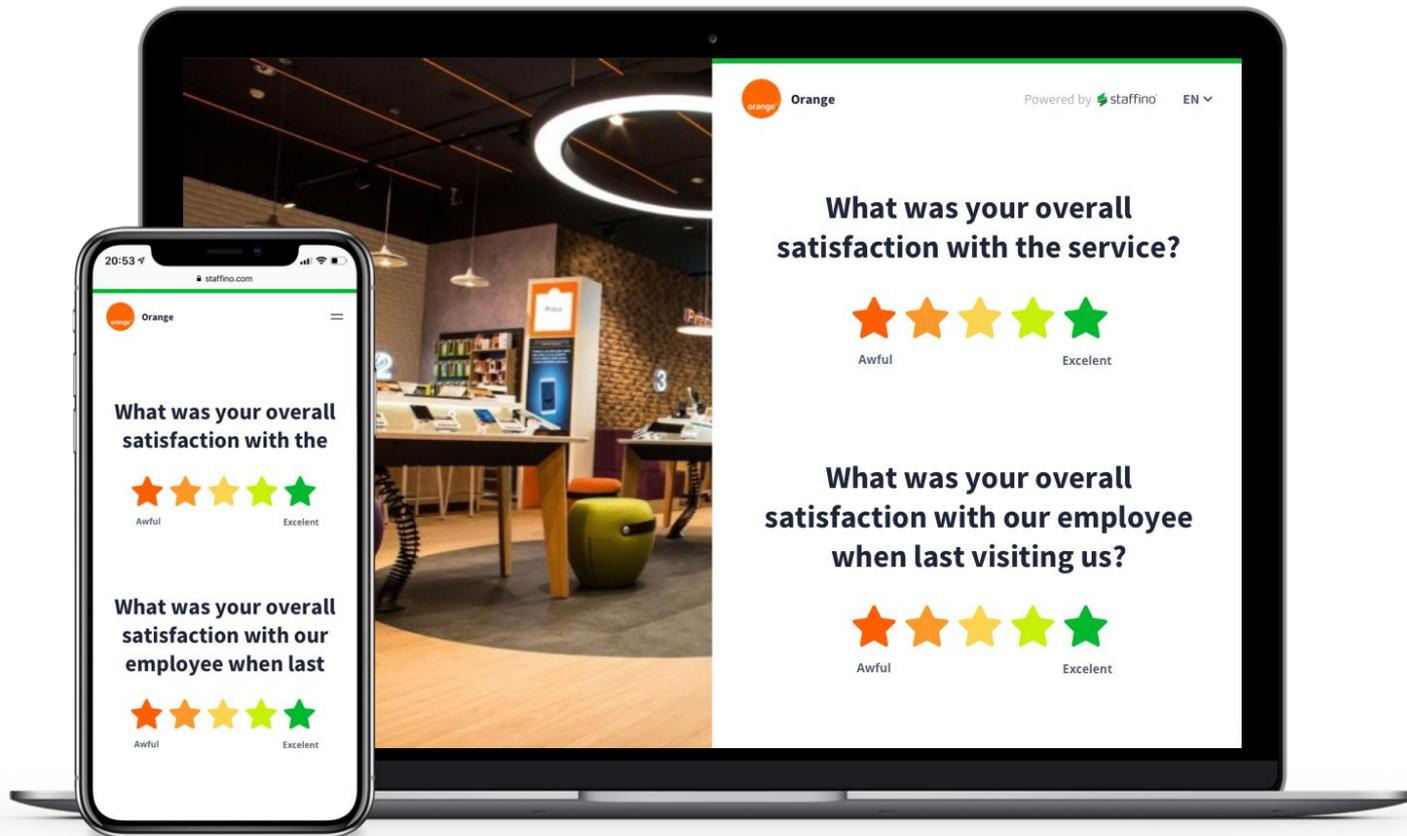
The logo for Orange, featuring the word "orange" in white lowercase letters on an orange square background, which is itself inside a white speech bubble shape.

Since STAFFINO's implementation our satisfaction score grows continuously



Roman Demeter
Senior Residential Sales
Development Specialist
Telekom





Profile feedback

 **James Bourne**
Agent
Team 3

SUGGESTION

Maybe he just didn't have a good day, but he promised to call back and he did not

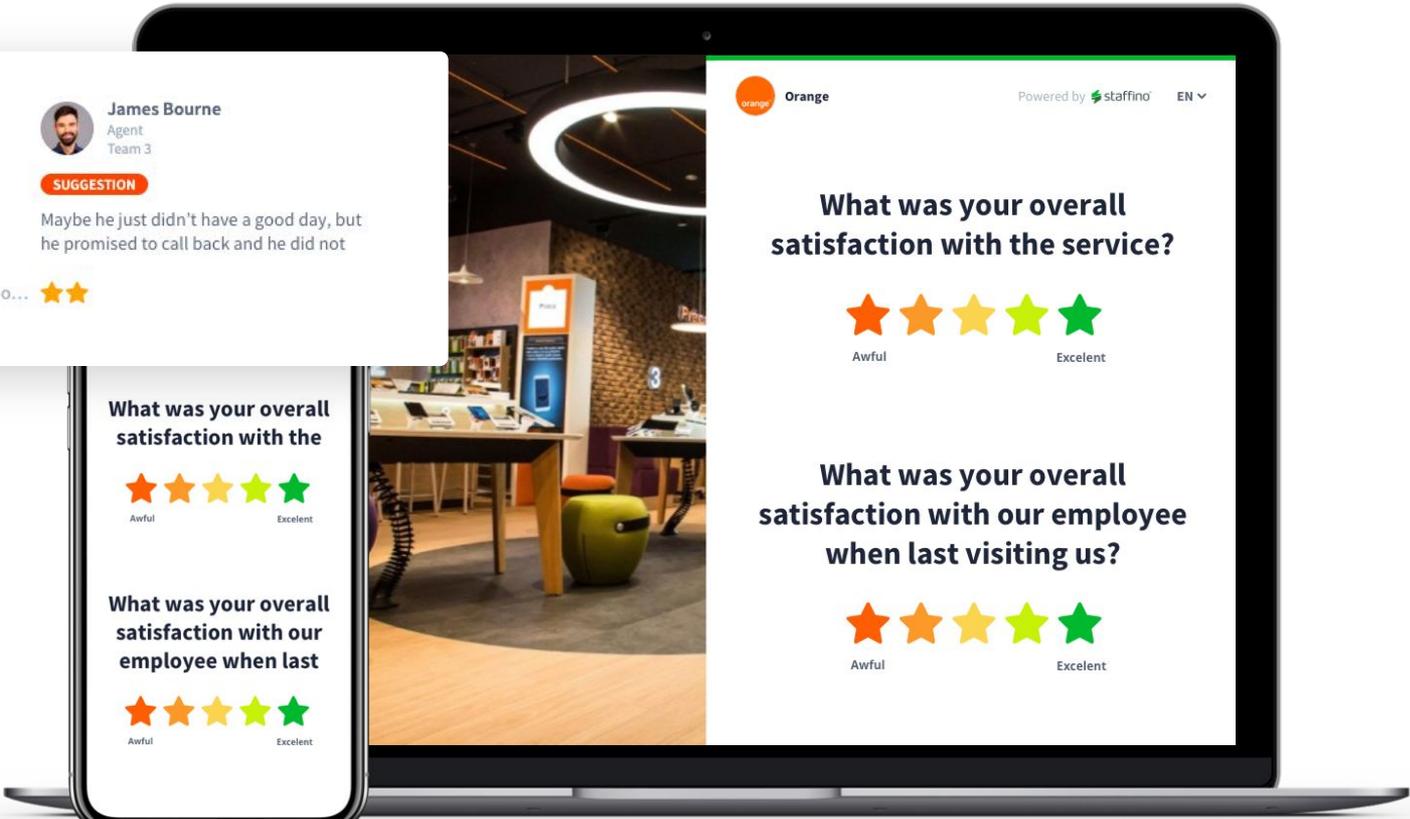
What is your total satisfaction with o... ★★

What was your overall satisfaction with the

★ ★ ★ ★ ★
Awful Exelent

What was your overall satisfaction with our employee when last

★ ★ ★ ★ ★
Awful Exelent



orange Orange

Powered by staffino EN

What was your overall satisfaction with the service?

★ ★ ★ ★ ★
Awful Exelent

What was your overall satisfaction with our employee when last visiting us?

★ ★ ★ ★ ★
Awful Exelent

How Staffino Compares to IVR Post Call Surveys

IVR

Email/Text Messages (SMS)

Contact information

Not needed

Needed

	IVR	Email/Text Messages (SMS)
Contact information	Not needed	Needed
Qualitative feedback	Low volume Low ability to use it	High volume Strong ability to use it

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Agent motivation	X	Yes

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Conversion rates	Low (1%)	Staffino's average 8-12%
Completion/response rate	High	High

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Completion/response rate	High	High
Overall cost	Low initially, higher in the long run	Transparent
Other	Limited number/types of questions	Unlimited number of questions
	Limited time to respond	Unlimited time to respond
	Not comparable to visual results	

Customer satisfaction

IVR	Email/Text Messages (SMS)
Lower	Higher
IVR company is in charge	Customer is in charge
Some customers find it invasive/annoying	Customers fill out the survey on their own terms
Takes customer long time to complete	Takes short time
Customer has to complete the survey right away, can't go back to it later	Customer can go back to it later
Customers prefer digital channels nowadays	Digital

How Staffino Achieves Above Average Conversion

Dear customer,

Please [click here](#) to complete our survey. The link will be available for 14 days, and the survey will only take about 10 minutes to complete.

We appreciate your participation.
Your feedback will help us build even better products in the future.

Company XYZ

Dear valued customer,

Please give us some feedback regarding your purchase by clicking on the link below.

[www.Link.com](#)

Your response above will provide us with valuable feedback regarding your order,
so that we can better assist you and other customers.

Sincerely,

Company XYZ

Cold
Generic

Dear customer,

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Sincerely,

Company XYZ



Innovating Customer Insight staffino

Dear Chelsea,

Recently you talked to our agent Julia.

Were you satisfied with handling your request?

We're glad that you used our services. We'd love if you rate the work of our employee.



Julia

Call center operator

I'd like to thank

I have a suggestion

Positive feedback will make our employee's day. Your suggestions and ideas will be responded to by our team.

Thank you!

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This e-mail is a business notice. You got this message because you contacted OTP Bank.
You can [unsubscribe](#).

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Dear Chelsea,

Recently you talked to our agent Julia.

Were you satisfied with handling your request?

You used our services. We'd love if you rate the work

Personalized



Julia

Call center operator

I'd like to thank

I have a suggestion

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Thank you!

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Company XYZ



Dear Chelsea,

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Were you satisfied with handling your request?

Personalized

Thank you for using our services. We'd love if you rate the work



Julia

Call center operator

Humanized

I'd like to thank

I have a suggestion

Positive feedback will make our employee's day. Your suggestions and ideas will be responded to by our team.

Thank you!

Promised
action

Cold
Generic

No resolution
No immediate
impact

Dear customer,

Please click here to complete our survey. The link will be available for 14 days, and the survey will only take about 15 minutes.

We appreciate your feedback.
Your feedback is important to us.

Company XYZ

**Conversion rate
2% - 3%**

Dear valued customer,

Please give us your feedback by clicking on the link below. The link is available at www.Link.com.

Your response about our service will provide us with valuable feedback regarding your order, so that we can better assist you and other customers.

Sincerely,

Company XYZ



Dear Chelsea,

Recently you talked to our agent Julia.

Were you satisfied with handling your request?

Personalized

Thank you for using our services. We'd love if you rate the work.



Julia

Call center operator

Humanized

I'd like to thank

I have a suggestion

Positive feedback will make our employee's day. Your suggestions and ideas will be responded to by our team.

Thank you!

Promised
action

Cold
Generic

No resolution
No immediate
impact

Dear customer,

Please click here to complete our survey. The link will be available for 14 days, and the survey will only take about 15 minutes.

We appreciate your feedback.
Your feedback is important to us.

Company XYZ

**Conversion rate
2% - 3%**

Dear valued customer,

Please give us your feedback on the link below: www.Link.com

Your response about our service will provide us with valuable feedback regarding your order, so that we can better assist you and other customers.

Sincerely,

Company XYZ

otpbank

Innovating Customer Insight  staffino

Dear Chelsea,

Recently you talked to our agent Julia.

Were you satisfied with handling your request?

Personalized

**Conversion rate
8% - 15%**

Positive feedback makes our employee's day. Your suggestions and ideas were responded to by our team.

Thank you!

Promised
action

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This e-mail is a business notice. You got this message because you contacted OTP Bank. You can [unsubscribe](#).

- Mini demo
- Free pilot*



*For eligibility reach out to your reseller.

Thank you.

Q&A

