Staffino Feedback Service ..
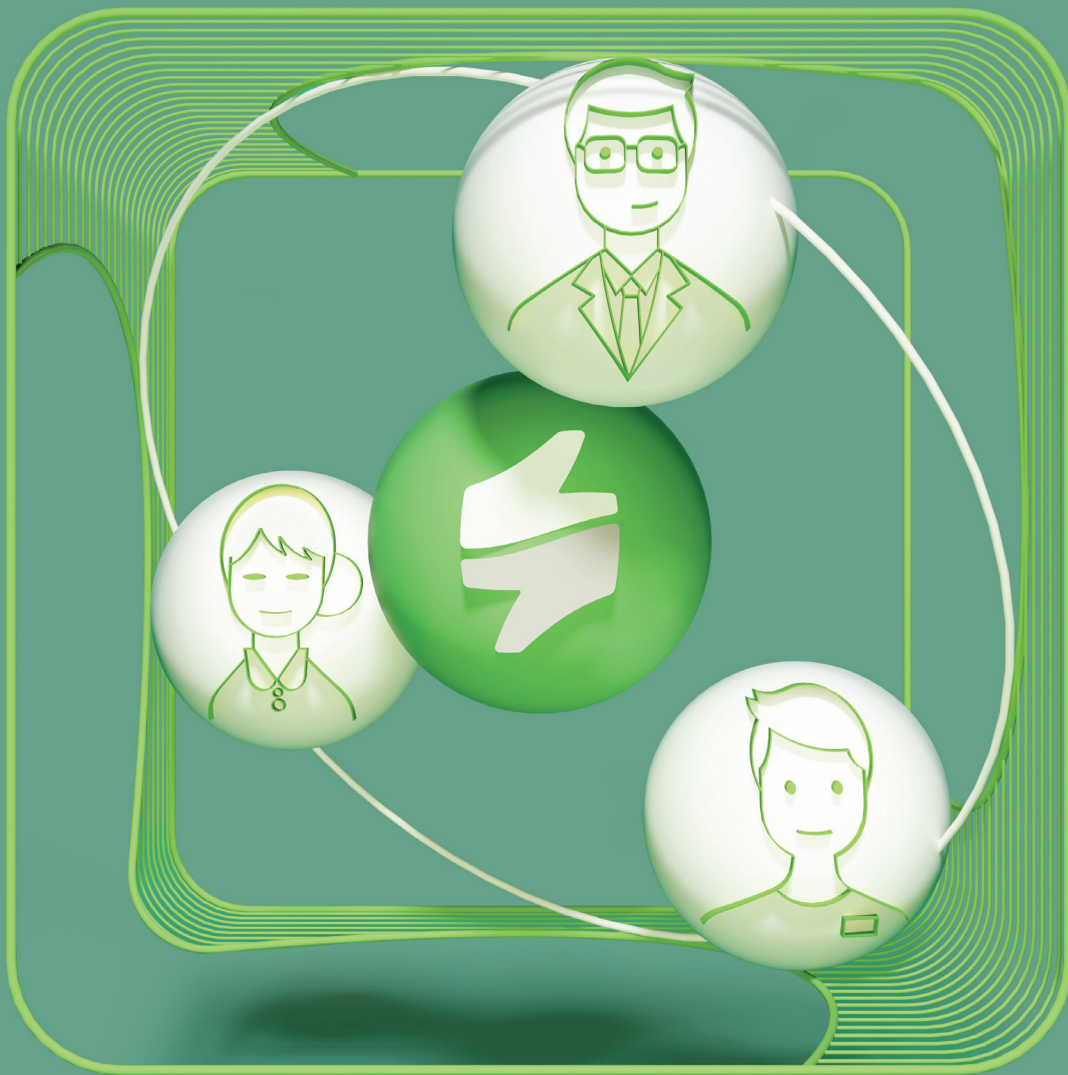
Measure CX Effortlessly

2Ring Staffino Feedback Service ..

Contact Center Solutions .. #CCTR

Customer Experience (CX) is a key executive focus for nearly all organizations, yet most lack the tools to measure CX. Do you? 2Ring Staffino Feedback Service is a cloud-based add-on to 2Ring Gadgets for Cisco Finesse used to acquire various types of feedback from end-customers. The collection can be done using many different formats such as, open verbatim, scales, predefined answers, and also reputable formats like NPS, CSAT or CES. Ratings can be collected spontaneously or as a result of sending automated feedback requests via e-mail or texts ..

Feedback is Precious
..
Feedback guides better business decisions, identifies customers 'at risk,' has the power to stop reoccurring problems, increases customer satisfaction, discovers potential brand advocates, and it has the power to motivate employees. There is not a better way to tell your employees how valuable their contribution is than receiving a Thank You note or a praise from a satisfied customer ..

Ask for Feedback
..
Give your customers a venue to evaluate their experience with a service, product, person, company by saying "Thank you!" or by leaving a "suggestion." If a customer leaves a suggestion, the experience is described in a free text form. Alternatively, comments are optional for a "thank-you." This is the easiest way for customers to provide feedback. You don't send any predefined questions, but instead you provide your customers with a mechanism to say what they think is important ..
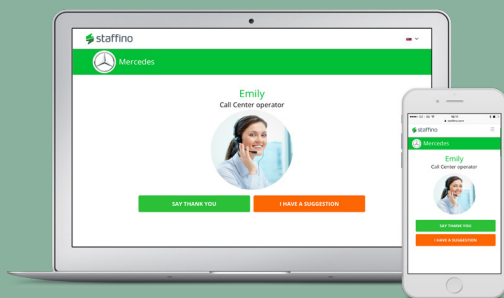
Conversion Rate

The conversion rate may and will vary across your organization, sub-organizations, employees, products or services, but typically, the average conversion rate hovers between 8-12% with 87% (Q4/2017 Data) of the reviews being thankful, factual and direct, which proves that people appreciate the work of others and want to share a good experience ..

Ask ASAP

Customers are willing to share their opinions about your company and have numerous options to do that online. Take a proactive approach to identifying areas of improvement by quickly collecting customer feedback. Customer dissatisfaction is a source of precious data for improving customer experience if identified correctly. The worst thing isn't to have dissatisfied customers, but to have customers who leave without saying a word, thus leaving the company with no way to identify ways to improve ..

Automate
..
2Ring Gadgets for Cisco Finesse can provide for automated identification of the caller, check if the customer's cell-phone number* or email address are available, notify Staffino once the customer interaction is over and where to send the feedback request, and interaction data can also be imported manually. When a request for feedback is delivered to the customer in a timely manner, your organization will see a higher response conversion rate ..

Note: Texting requires an approved 3rd party service (end-customers pick their own texting plan and are charged directly by the texting service provider – such as Tropo or Twilio or WebText or Bandwidth – the 3rd party service must be approved by 2Ring) ..

CSAT

CSAT is a rating metric that is used for an accurate trend measurement and CX evaluation. It is an ideal way to measure customer satisfaction on a transaction level. The 5-star scale CSAT metric can be combined with written feedback. While the metric reflects how a company is doing with their customers satisfaction, the written feedback reveals valuable insights behind it, providing actionable data to managers ..
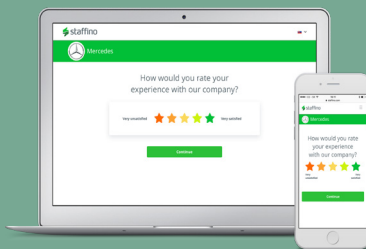
CES

Customer Effort Score (CES) is a rating metric that measures how much effort a customer had to expend with a certain company interaction . It is measured on a transaction level, right after the customer finished the interaction. The customer is asked a question about the effort they put forth to resolve their request. This 5-star scale CES metric can be combined with written feedback, other metrics or other questions ..
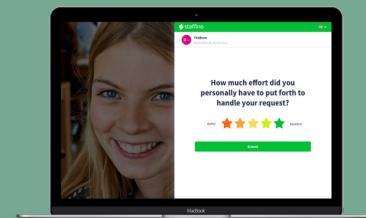
Simple NPS
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A Simple Brand Survey that can be used on a one-time or regular basis. We offer a Net Promoter Score (NPS) survey that can be used to assess the loyalty of customer relationships to a company or brand. It serves as an alternative t o a traditional customer satisfaction survey and has a direct impact on income growth or decline. It isn't used as a transaction survey, but as a wider "brand" survey taking into account factors beyond a particular transaction, such as brand communication and long-term customer emotions ..

Key Outcomes
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1. Increased FCR (first call resolution),
2. Motivated & engaged agents,
3. Reduced agent turnover,
4. Monitored and improved agent performance,
5. Improved processes,
6. Increased customer satisfaction, and
7. Improved customer retention ..

Subscription Service
..
2Ring Staffino Feedback Service is an add-on to 2Ring Gadgets for Cisco Finesse ..

CISCO Partner

Solution Partner