- **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

Revenue driven

Agent turnover

ROI

Customer retention

ROI

Quick win

Cross-sell /Up-sell

CSAT & Loyalty

ROI

FCR
First Call Resolution

ROI

Agent performance

Quick win

Process improvements

Quick win

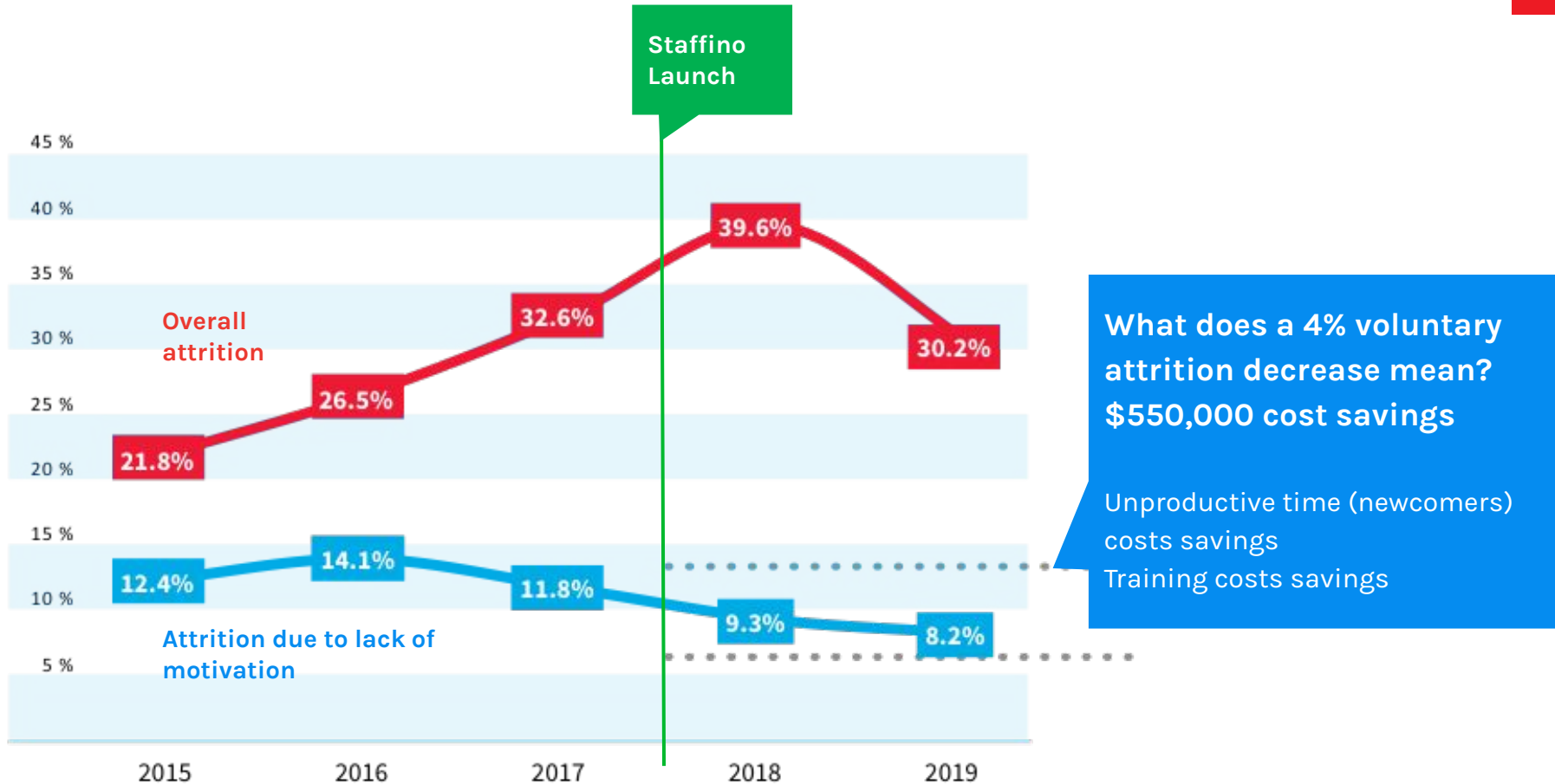# Agent Turnover

30-45%

High agent turnover rate in contact centers

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

Staffino® 2RING

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

I want to thank Jane for professionally managing my issue.

Great, keep up the good w

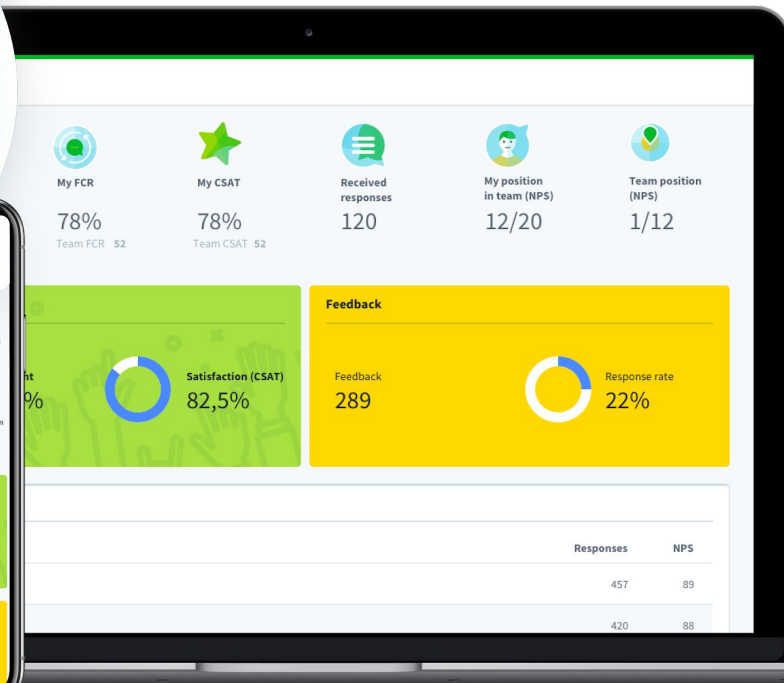Peter 1 hour ago

Thanks. I'm glad my work i
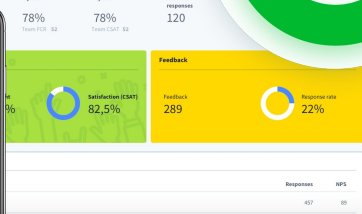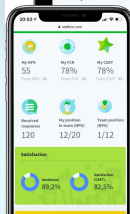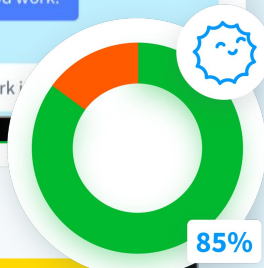
Catherine
Call Center assistant

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

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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

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

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Revenue secured by identifying and retaining churning customers
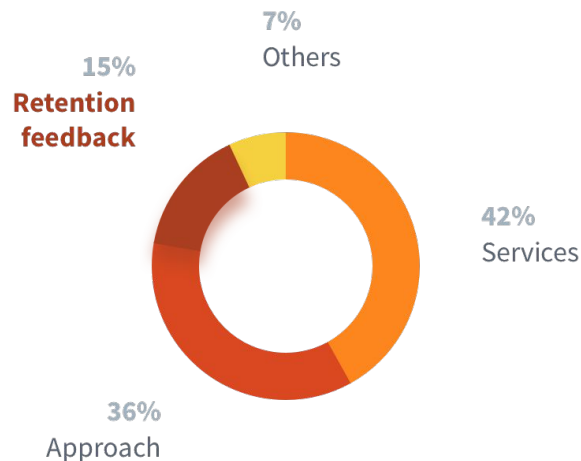
Results

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™

7% Others

15% **Retention feedback**

42% Services

36% Approach

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.

Vladislav Kupka
Customer Service Director
Orange

Staffino **2RING**

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.

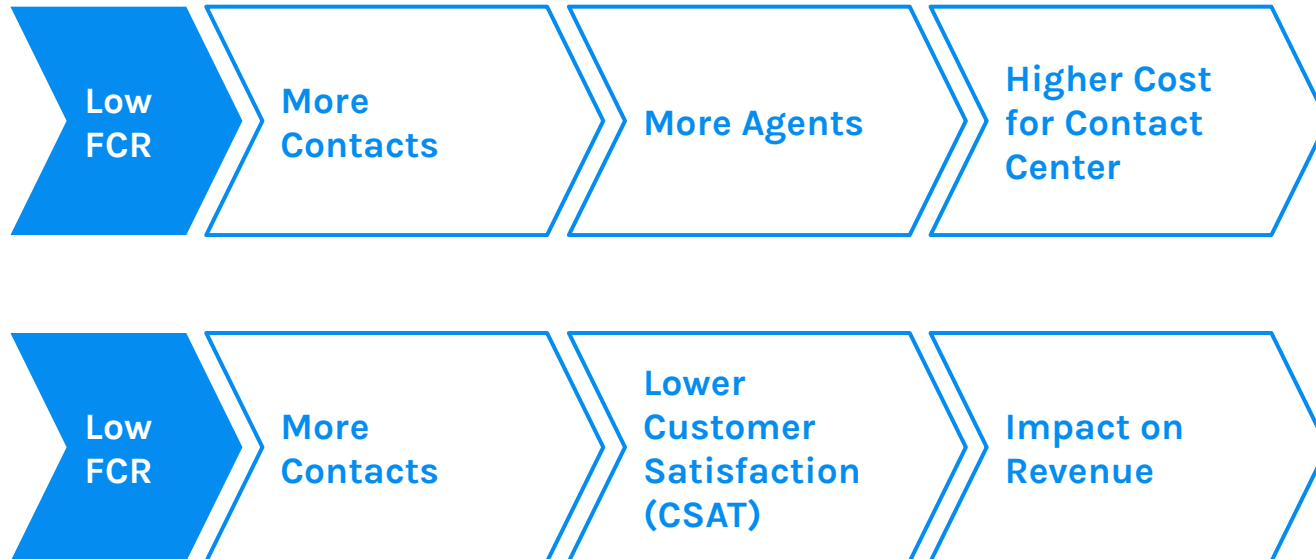**Customer 35664213560**

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

Low FCR → More Contacts → More Agents → Higher Cost for Contact Center

Low FCR → More Contacts → Lower Customer Satisfaction (CSAT) → Impact on Revenue

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
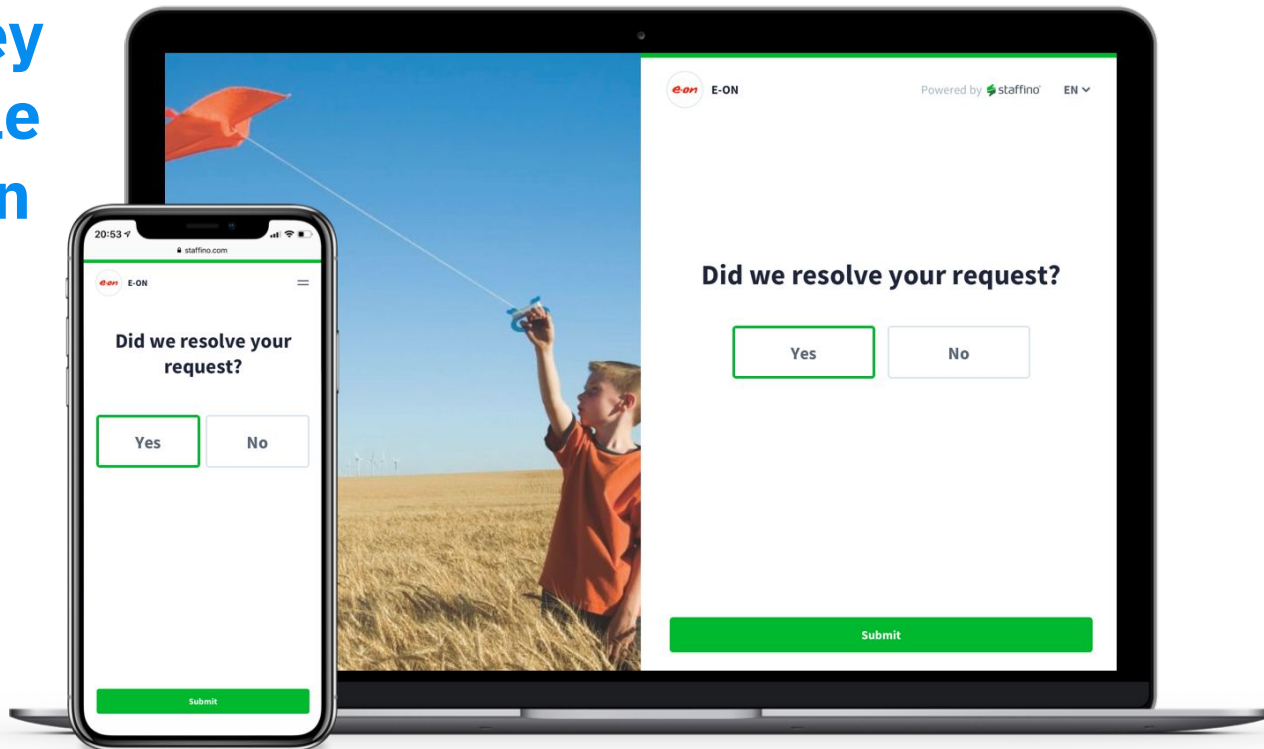
Agent Performance
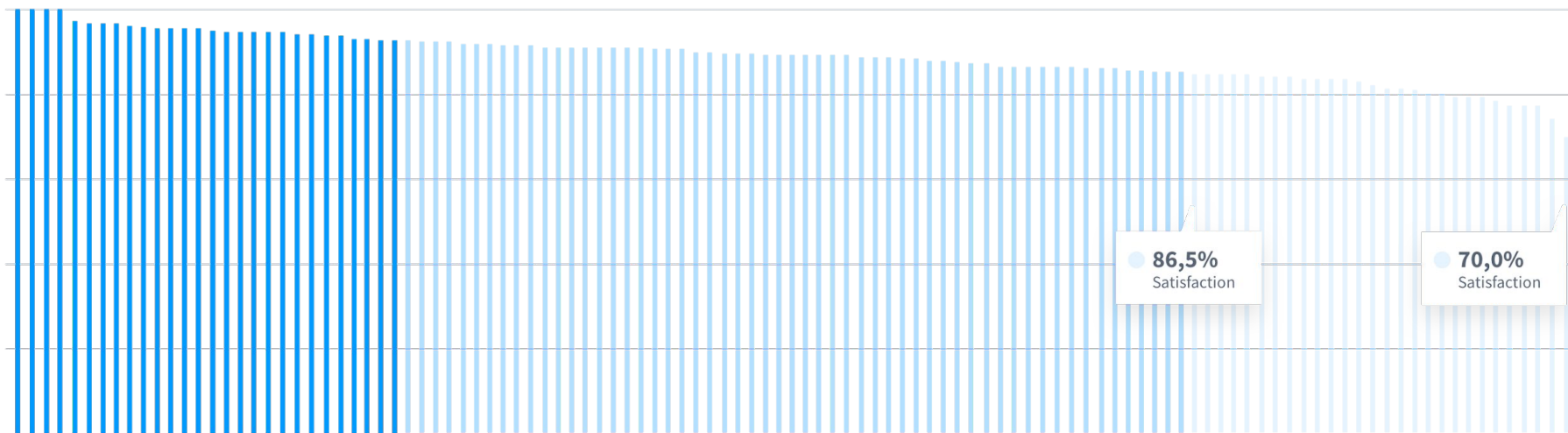
Staffino   2RING

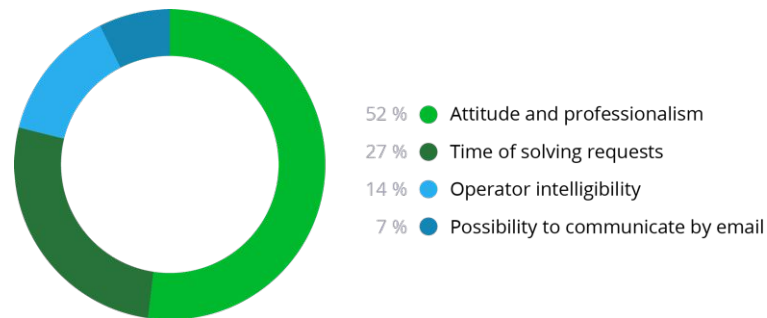| Name ⌄		Feedback ⌄	Sentiment	CSAT	CES	CES	FCR	NPS	Multi choice	Rating scales	Open verbatim
▲ Company		54	**80%**	89%	4,18	89	89%	89	3	4,18	89%
▲ Call Center		68	**74%**	91%	4,27	91	91%	91	7	4,27	91%
▲ Team 1		59	**87%**	96%	4,63	96	96%	96	1	4,63	96%
	Jody Team 1	35	**83%**	94%	4.97	54	94%	45	1	4.97	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		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

staffino® | 2RING

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.

GENERALI

Problematic Areas Identification

%	Category
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%	Misuderstanding 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

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

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.

Patrik Varga
Head of Distribution
Business Department
E.ON

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

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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

How Staffino Compares to IVR Post Call Surveys

	IVR	Email/Text Messages (SMS)
Contact information	Not needed	Needed

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

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Other	Limited number/types of questions	Unlimited number of questions
	Limited time to respond	Unlimited time to respond
	Not comparable to visual results	

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	IVR	Email/Text Messages (SMS)
Customer satisfaction	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,

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otpbank   Innovating Customer Insight   staffino

Dear Chelsee,

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

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.

Thank you.

Q&A