

**Product  
Sheets**

# CX Management Reinvented

# Feedback Collection



## Custom Feedback Campaign

Custom open ended questions

Custom star rating

Custom multiple-choice questions

Standard CX Metrics:



CSAT (Customer Satisfaction)



CES (Customer Effort Score)



FCR (First Call/Contact Resolution)



CXJ (Customer Experience Journey)



NPS (Net Promoter Score)



## Customer to Employee Feedback



## Mastery Shopping



## Deep Dive Focus Group

# Feedback Management



## Basic Feedback Management

Marking, hiding & moving feedback

Notes, labels, flagging, filtering & ordering

Feedback detail / birth card, interaction details, etc.

Setup of feedback visibility to employees



## Closed Loop Management

Manager-to-customer discussions

Manager-to-manager discussions

Manager-to-employee discussions

# CX Intelligence



## Dashboard & Notifications

Standard management dashboards

Customised management dashboards

Internal CX usage dashboards

Custom notifications and automated reporting



## Semantic Engine

Driver Analysis

Topic Analysis



## Churn Prediction Module

# Employee Engagement

# Services



## Gamified Employee Dashboards



## Internal Discussion: Employee-to-Manager



## Employee Feedback Management



## CX Consultation

Strategic CX assessment

Stakeholder trainings and CX management supervision

Data interpretation & Quick-win identification

Quality monitoring & Process improvement

Internal CX evangelisation

Short-term & long-term CX project strategies

Project evaluation and change management



## Customisation

CRM connectors, webservices

On-demand reporting and analytics

Dashboard views

Requesting templates



## Training and Workshops

Educational CX workshops for different levels of management

Internal Staffino-related workshops for employees, covering kick-off, functionality and demos



## ROI Calculations

Retention cases

Upsell opportunities

Attrition savings

Process improvement savings

Savings on FCR



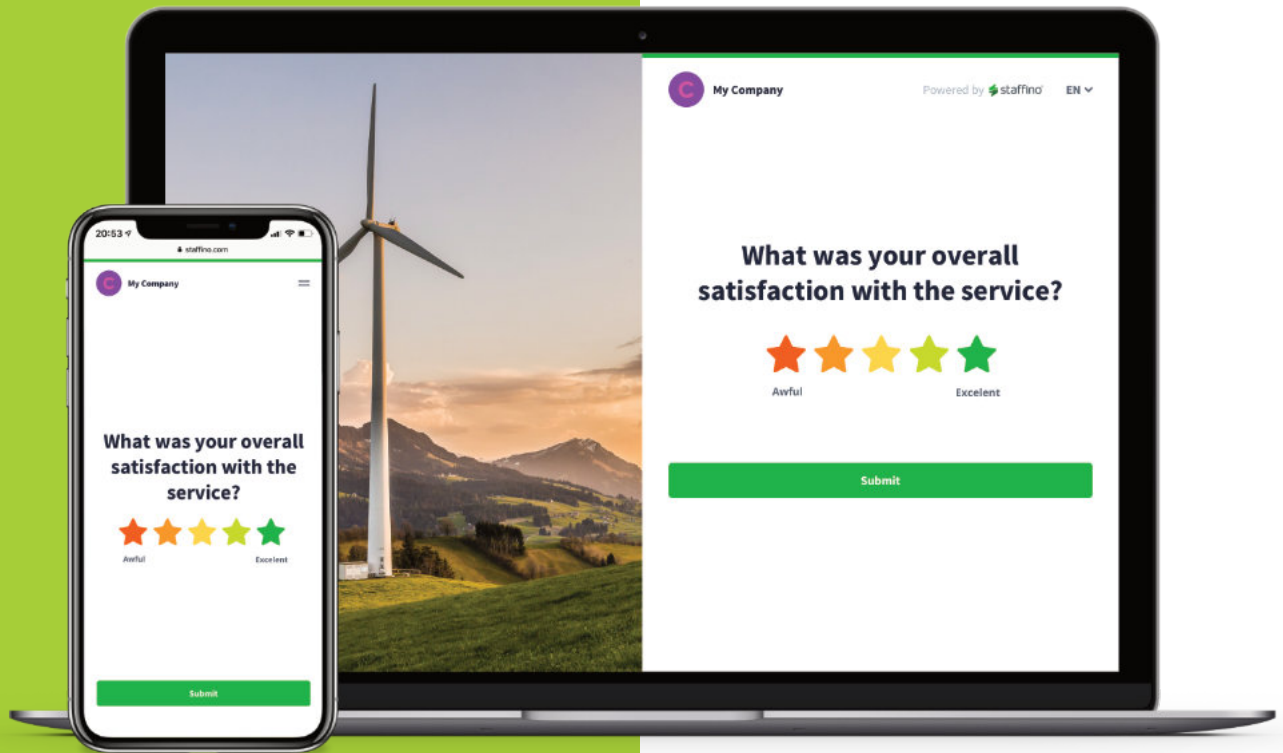
## Support

Comprehensive support covering product configuration help, email & phone, Knowledge Base



# Customer Satisfaction Score

CSAT



## CSAT Calculation

Question about standard customer satisfaction measurement (CSAT - 5-star metric), displayed as a rating scale.

Possibility to add up to 2 questions to measure performance drivers of satisfaction

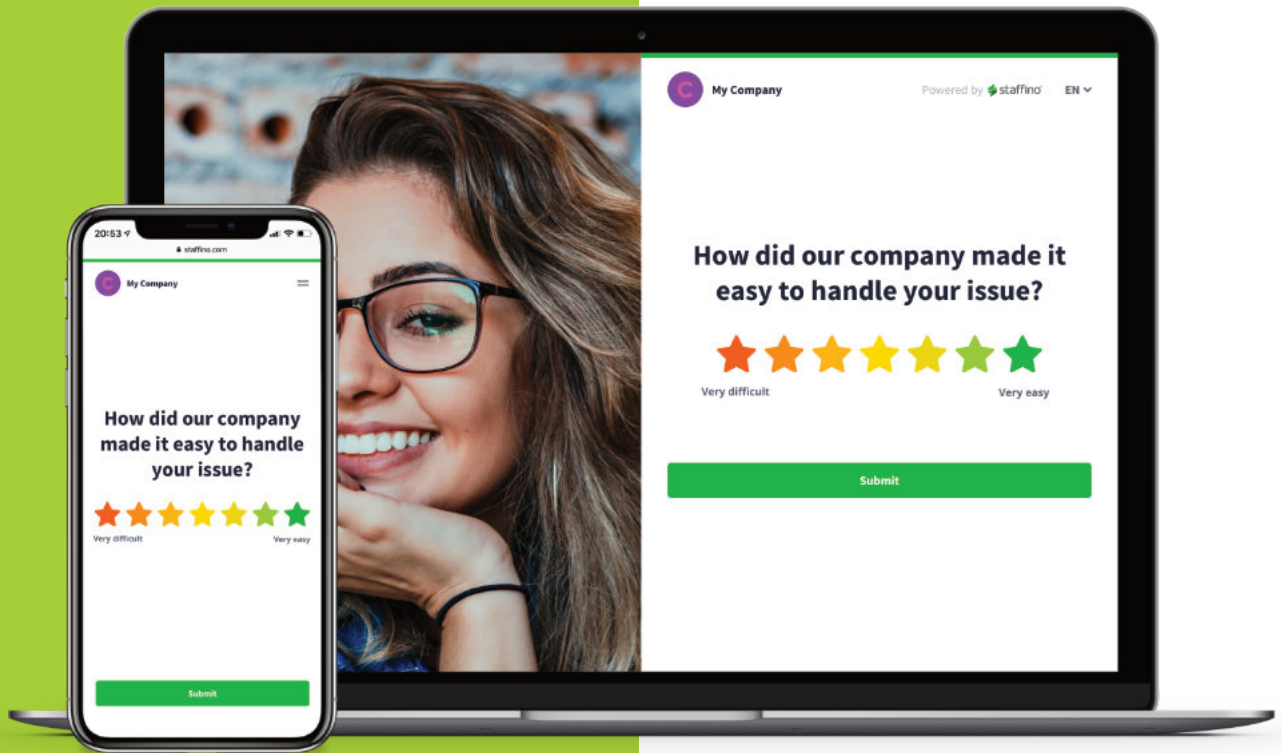
$$\frac{\text{★★★★ + ★★★★★}}{\text{\# All Votes}} \times 100 = \text{Satisfaction score}$$

Customer Satisfaction (CSAT) is an effective way of measuring the performance of a channel, where the customer rates their experience following a specific contact. This enables correlation of contact center operations with the overall customer experience results, providing detailed and actionable data to drive improvements.

Secondary drivers such as contact center, self care and support tend to have a stronger negative impact on customer experience and a weaker positive experience. There is no world benchmark for NPS measurement on channel level, however this could be assessed from a monthly trend perspective with a strong focus on sustained improvement.

# Customer Effort Score

CES



## CES Calculation

Customer Effort Score (CES) is a customer service metric that measures user experience with a product or service. Customers rank their experience on a seven-point scale ranging from "Very Difficult" to "Very Easy."

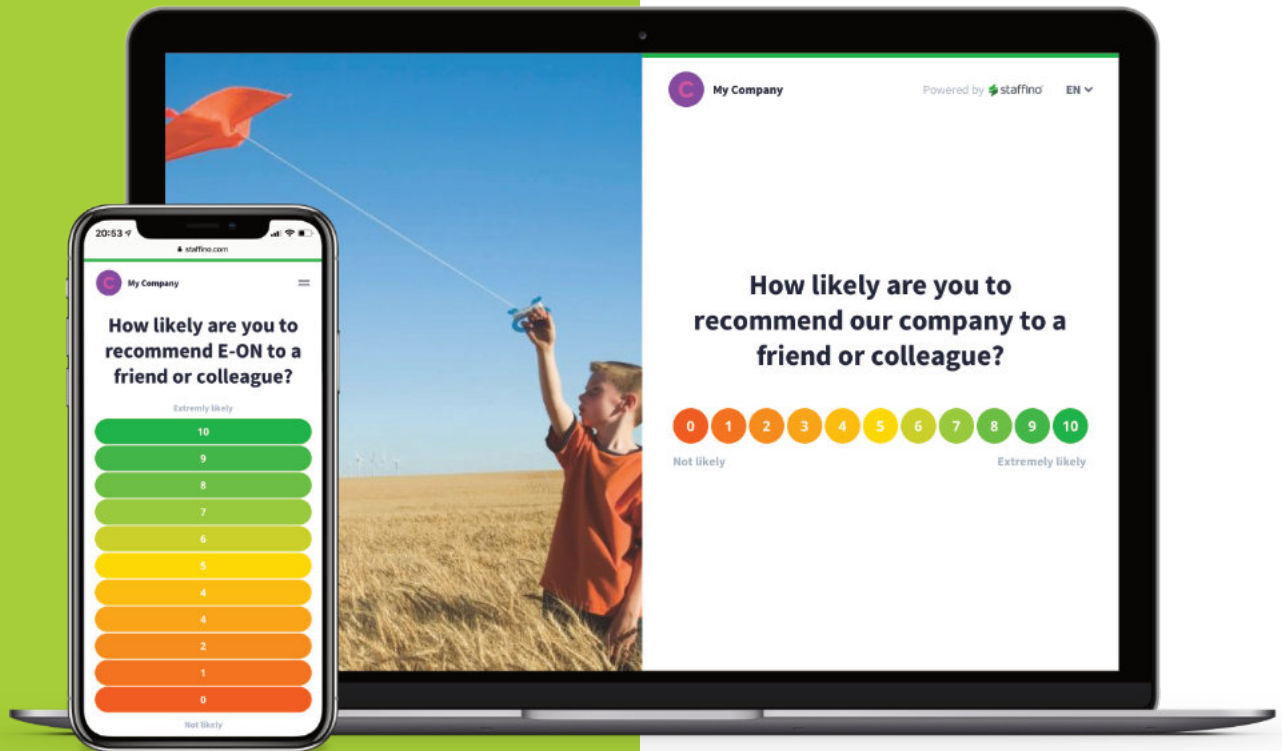
$$\text{Easy \%} - \text{Difficult \%} = \text{Net easy score}$$

An internationally recognised rating metric Customer Effort Score (CES), that measures how much effort a customer had to put into a certain interaction with your company. It is measured on transactional level, ideally directly after the interaction took place. The insights from Customer Effort Score surveys help you increase customer loyalty.

Customer loyalty results from positive experiences with your company. Satisfying customer needs isn't the only thing that impacts loyalty — the ease of the experience matters as well. By measuring and reducing customer effort through a CES, you can increase customer lifetime value and positive word of mouth.

# Net Promoter Score

NPS



## NPS Calculation

Respondents are grouped as follows:

**Promoters** (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.

**Neutrals** (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

**Detractors** (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

**Promoters** % - **Detractors** % = **Net Promoter Score**

In it's most simple form, Net Promoter® Score (NPS) can be described with one simple question: “On a scale from 1-10 how likely are you to recommend our company?”

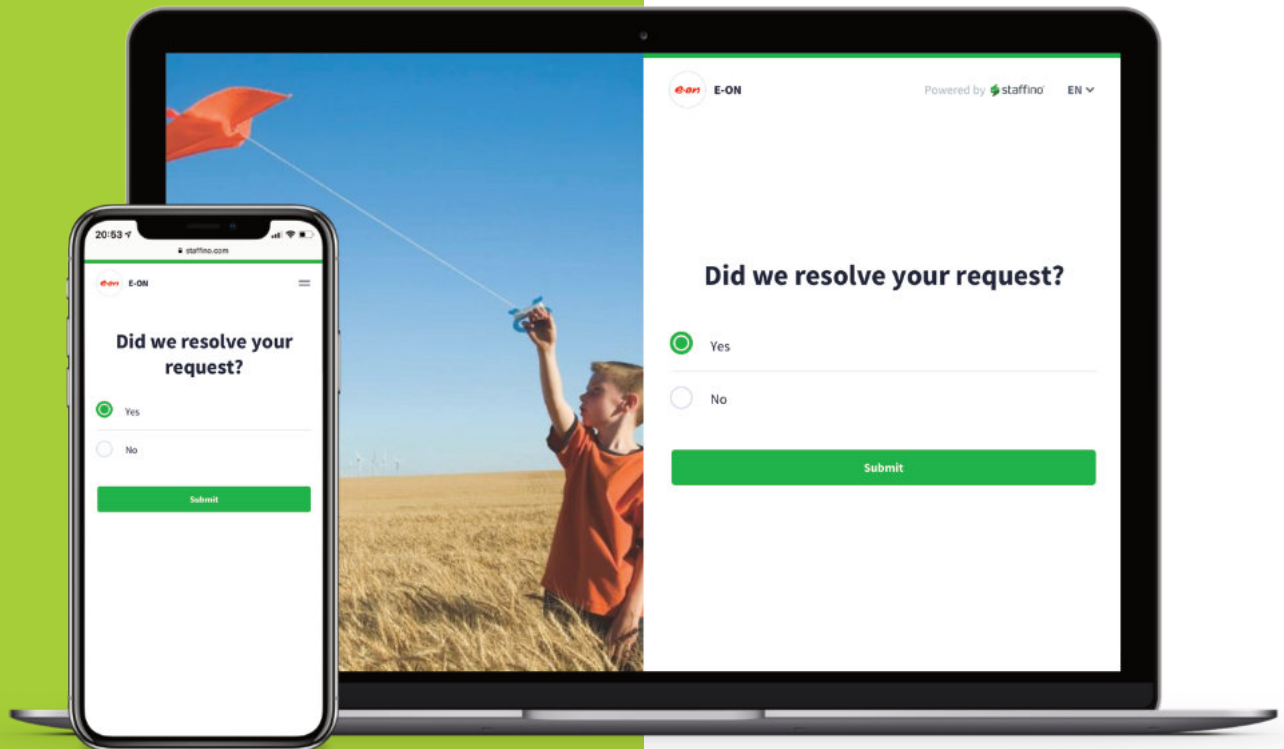
Net Promoter Score (NPS) is a simple survey that can be used on a one-time or regular basis. We offer NPS as standard to assess the loyalty of customer relationships to your company/brand.

It serves as an alternative to a traditional customer satisfaction survey and can have an impact on income growth/decline. It is not used as a transactional survey, but rather a wider "brand" survey that takes into account many factors beyond a particular transaction, such as brand communication and long-term customer emotion.



# First Call Resolution

FCR



Yes

No



## FCR Calculation

Within this Survey, typically a simple "YES/NO" will do the job.

$$( \text{Solved at first call} / \text{All Enquiries} ) * 100 = \text{FCR}$$

## Best Practices for First Call Resolution

When it comes to first-call resolution, it boils down to consistency.

**Look at the Whole Picture:** Remember that your customers don't just call you on the phone; they are spread across channels, from email and chat, to social media and self-service options. Define FCR goals for each channel.

**Leverage Semantic Analytics:** Put Semantic analytics in place and you'll have immediate insight into customer communication across your channels.

**Respond and React to Your Customers:** Customer feedback is the key to improving your agent performance, boosting customer experience and in the process improving FCR.

The First Contact Resolution (FCR) metric is being used to measure customer inquiries that could be resolved on first contact. FCR addresses the need for customers to have solved their individual request directly during initial contact with an advisor.

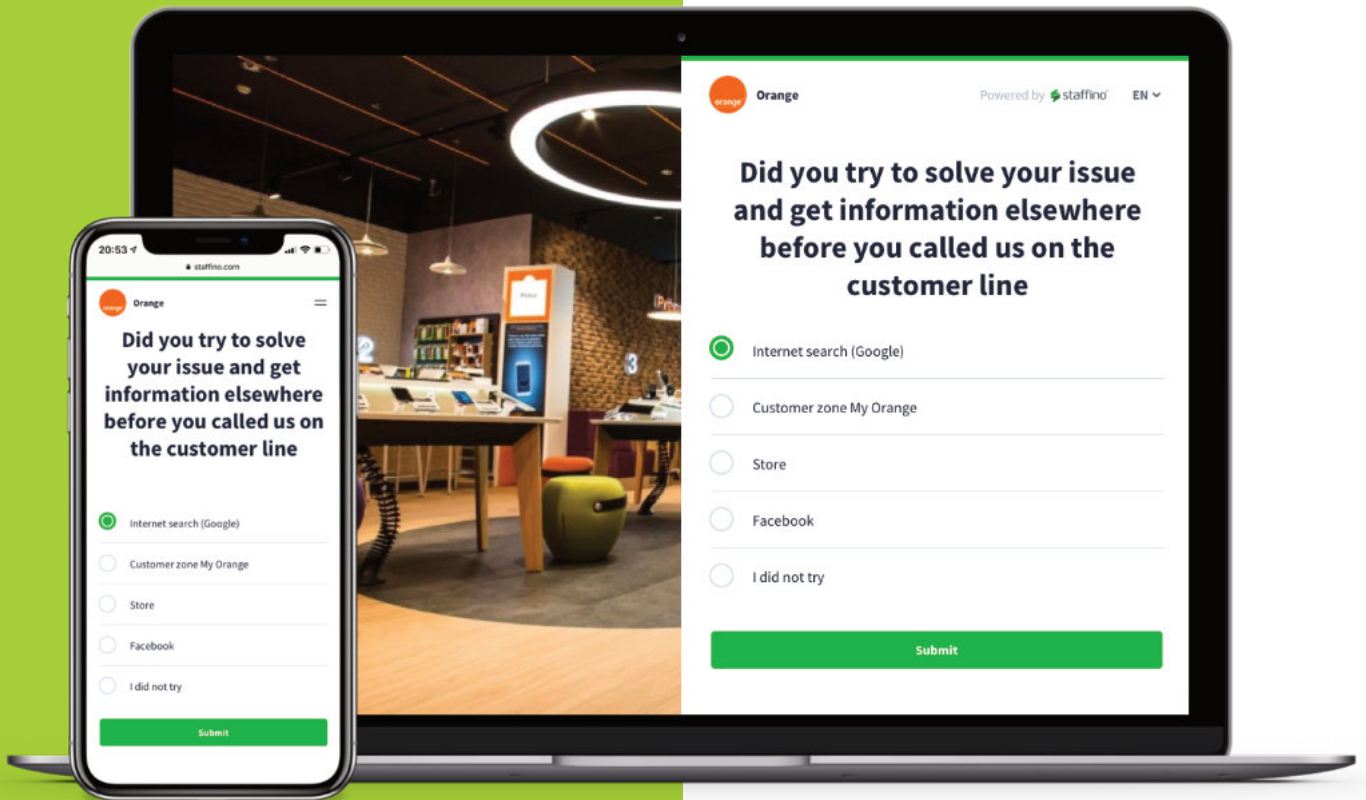
If a customer contacts the customer touch point via telephone, email, chat, message or personally, the FCR records precisely those communications in which the customer has been completely satisfied and their request resolved – where no further action by the advisor was necessary.





# Customer Experience Journey

CXJ



## Why track the journey

Once someone becomes a customer, companies must invest in meeting their customers where they are. That means making sure that customers can reach out and engage with the brand through a variety of touchpoints, depending on their preferences.

## The difference between the Customer Journey and Customer Experience

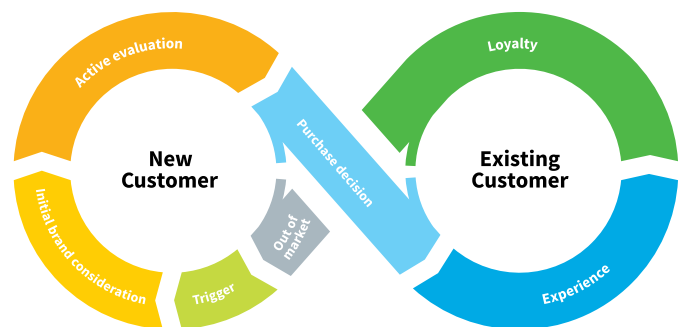
### Customer Journey

is what they do at each stage of the customer lifecycle.

### Customer Experience

is how they feel about the entire customer lifecycle.

Measure customer experience based on the customer's journey rather than each transaction.



A customer service journey is the accumulated experiences a customer undergoes when they decide to interact with a brand or purchase a service or product.

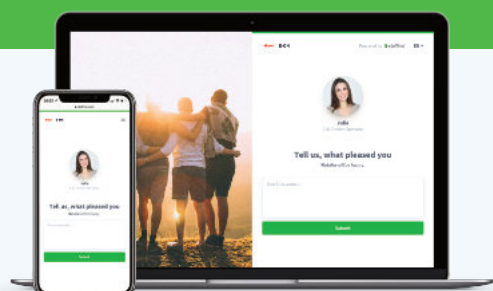
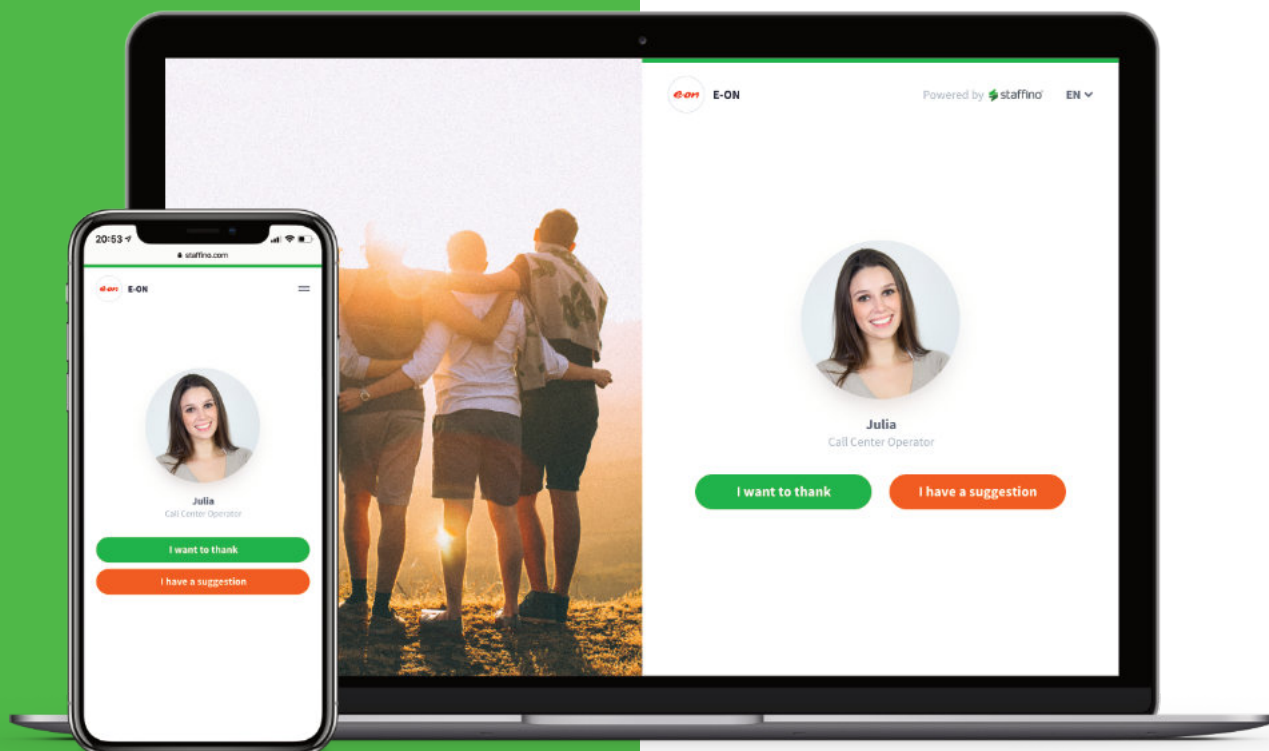
This allows you to understand which part of the customer experience journey might need more attention and/or improvement.





# Customer-to-Employee Feedback

CEF



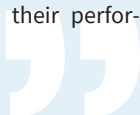
## Open Answer

The benefit of this feedback approach is that you do not send predefined or biased questions to your customers, leaving them open to topics they consider most important.



**Pavel Tesař**  
Director of Call Center, E.ON CZ

We were pleasantly surprised that most of the suggestions are not just negative comments, but relevant suggestions to improve our services. Thanks to Staffino we have quick and specific information about the work of each employee. You would be overwhelmed by the volume of positive feedback. Instant customer to employee feedback nurtures team culture, motivates your employees and boosts their performance.



It contains a magic word "thank you", by which customers can express their satisfaction. At the same time they can leave a "suggestion" to express their experience with the person, etc.

After clicking on "suggestion", the customer is asked to describe his / her experience or dissatisfaction through free text. After leaving a Thank-you, text is optional.

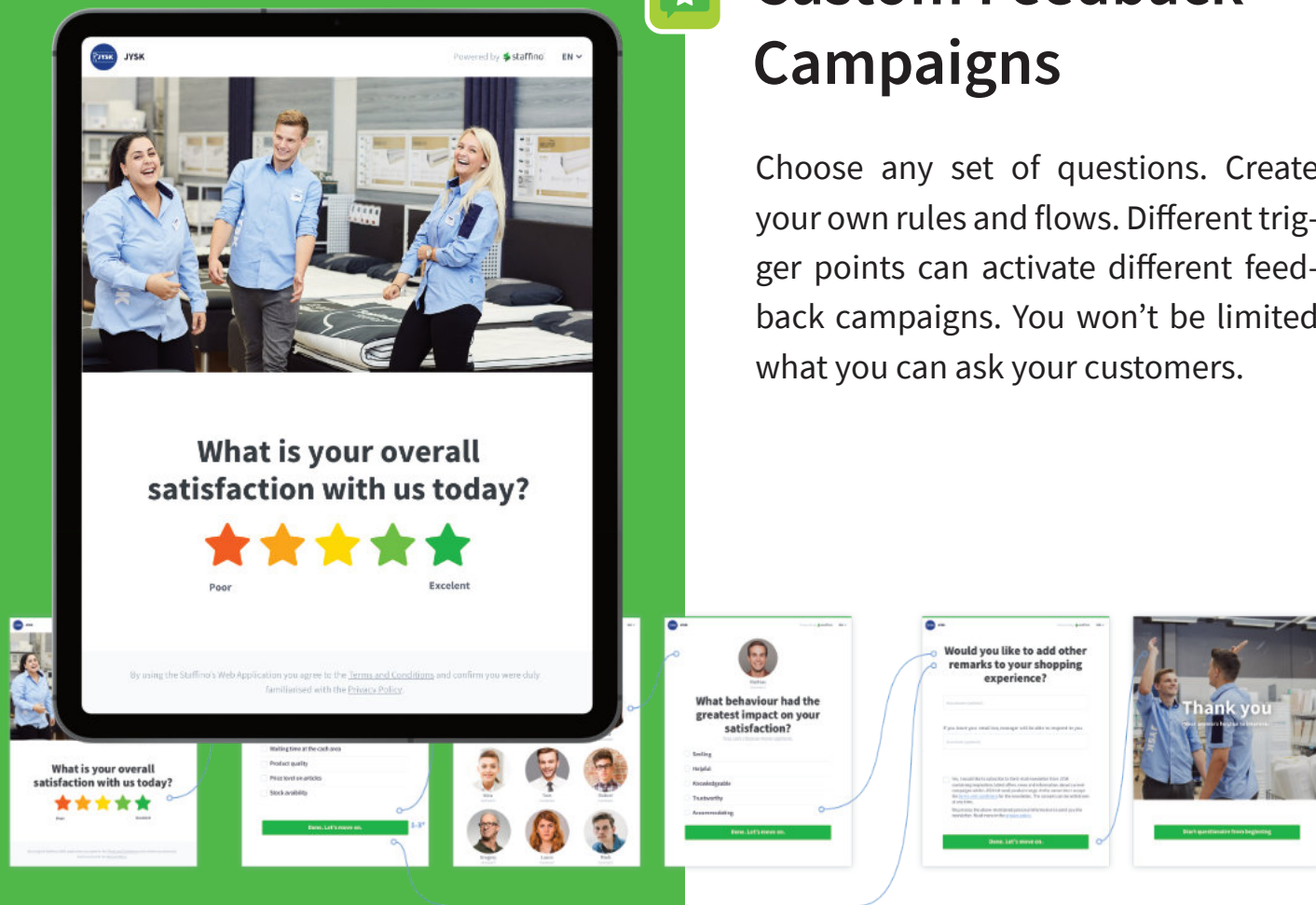


**80%**  
positive  
feedback



# Custom Feedback Campaigns

Choose any set of questions. Create your own rules and flows. Different trigger points can activate different feedback campaigns. You won't be limited what you can ask your customers.



- Custom open ended questions
- Custom star rating
- Custom multiple-choice questions
- Standard CX Metrics



CSAT (Customer Satisfaction)



CES (Customer Effort Score)



FCR (First Call/Contact Resolution)



CXJ (Customer Experience Journey)



NPS (Net Promoter Score)

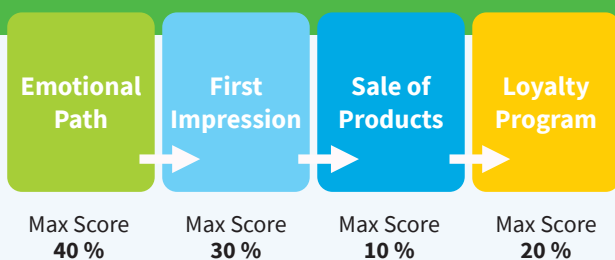
You should consider that the primary drivers of NPS are Product, Services, Offers (pricing & packages), Convergence, Showroom – Online or physical, Branding and Advertising and your Organization's Social media reputation. It has greater potential to form positive customer experience.

On the other hand, secondary drivers of NPS like Contact Centers, Self Help, Billing, Repair & Support tend to have stronger negative impact on Customer Experience and a weaker positive experience. The design of each of the metrics has implications for its usefulness in measuring different aspects of customer experience.





# Mastery Shopping Module



## Mastery Shopping Questionnaire

You can build your own set of blocks consisting of different sets of questions. Each question has a KPI assigned to anchor it to results. Groups of questions might have different weights assigned.



**Lubomír Mrug**  
Marketing Manager, Dr.Max

Mystery shopping is usually very volume limited. Now we have data from hundreds of customers and we can more precisely understand specifically what / where needs to be improved. Data is broken down into the smallest service points around the country.

Data coming from Mystery Shopping is often expensive and data captured limited. Our newly developed module allows you to run mystery shopping thanks to thousands of your customers. You can create different sets of questions and run them to your customers. You can also assign weighting to special sets of questions.

Don't rely on the visits of a few mystery shoppers. Now thousands of your REAL customers can provide much more precise data.



# Deep Dive Focus Group

Set up a survey for your entire customer base – or just a sample of them. Start and stop Focus Group whenever you need to analyse your collected data. Let your customers help you to make your strategic decisions.

You can set up and launch Focus Group with just a few clicks. Different options are available for distributing your questions. You can email the request, post a link on your site, or launch a subscription campaign.

## Ask a direct questions and get valuable insights

Send questions to a selected sample (or to all) of your customers. Build a survey from the questions you need answering. Order them in the questionnaire, change the wording at any time, or even replace questions during the survey. Collect real-time insights to form and validate your decisions.

A perfect tool for one-off surveys, not only for your CX team, but also for retail, marketing or HR departments.

Build-run-evaluate with ease. No need to wait for programmers – your managers can operate the module easily, any-time they need to hear from your customers.

## Case study

Orange uses Focus Group as an addition to transactional surveys. Focus Groups run on a sample of a few thousands customers, enabling Orange to understand what drives customer satisfaction or dissatisfaction when calling their Support line.

Orange was able to reduce resumes done in each call, as it was reported by customers as annoying. Moreover, cutting call resumes by agents at the end of each call lowered AHT and saved Orange significant costs associated with the operation.



The girl with the short, blond hair was not having a good day. She didn't let us have water for breakfast and then asked us to bring our glasses back to counter. This isn't acceptable.



Thank you for feedback. We agree it is not acceptable and it should not happen. We will resolve the problem at the mentioned restaurant. We believe that thanks to your feedback this will not happen again.



Thank you for answer. So the question is, can I have glass of lemon water for free with my breakfast?



Certainly. You can drink as much as you like.



Hey John, would you speak with Becky about this, so it does not happen again?

Martin 1 day ago



Of course, I would speak with her. This behaviour is clearly against our policy.

John 1 day ago



Thank you, John.

Martin 3 hours ago

## Quick responses to customers' concerns helps retention

Through real-time feedback handling, managers are able to resolve problems quickly and discretely. Customers feel they are heard and it changes their attitude for the better.



**Langa Ncayiyana**  
Customer Services Manager,  
Philip Morris International

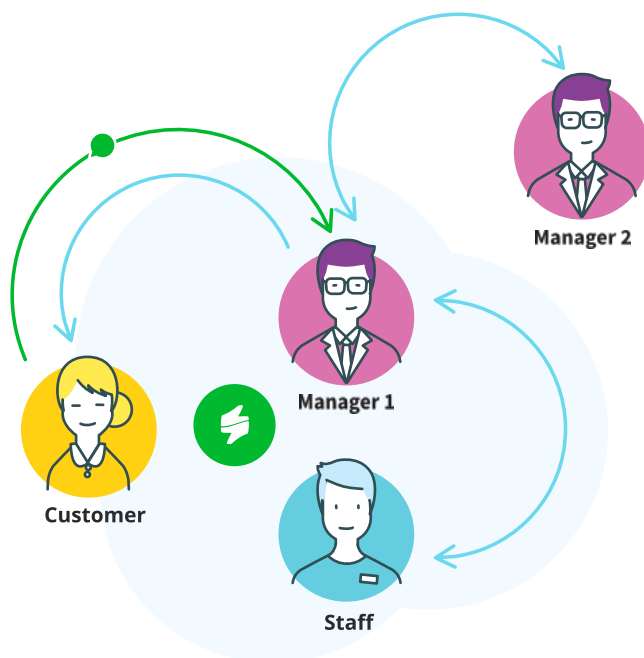
The insight and engagement Staffino has given us with our citizens has helped reduce avoidable contact, speed up resolution times and help ensure that no-one falls through the gaps by supporting our channel shift to digital. The positive customer feedback we have received has also had a huge impact on our employee morale and engagement.



# Closed Loop Management

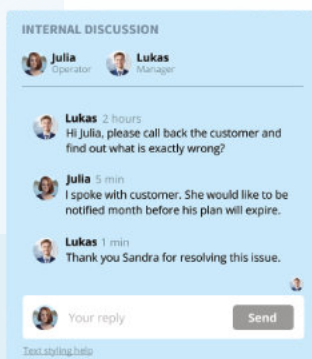
Speak with customers, employees and other managers in most efficient & engaging way.

An important part of feedback management are the internal discussions between different designated managers or between managers and employees. This helps to solve problems quickly, identify critical process gaps and channel them to the responsible people internally.



## Internal discussions with colleagues

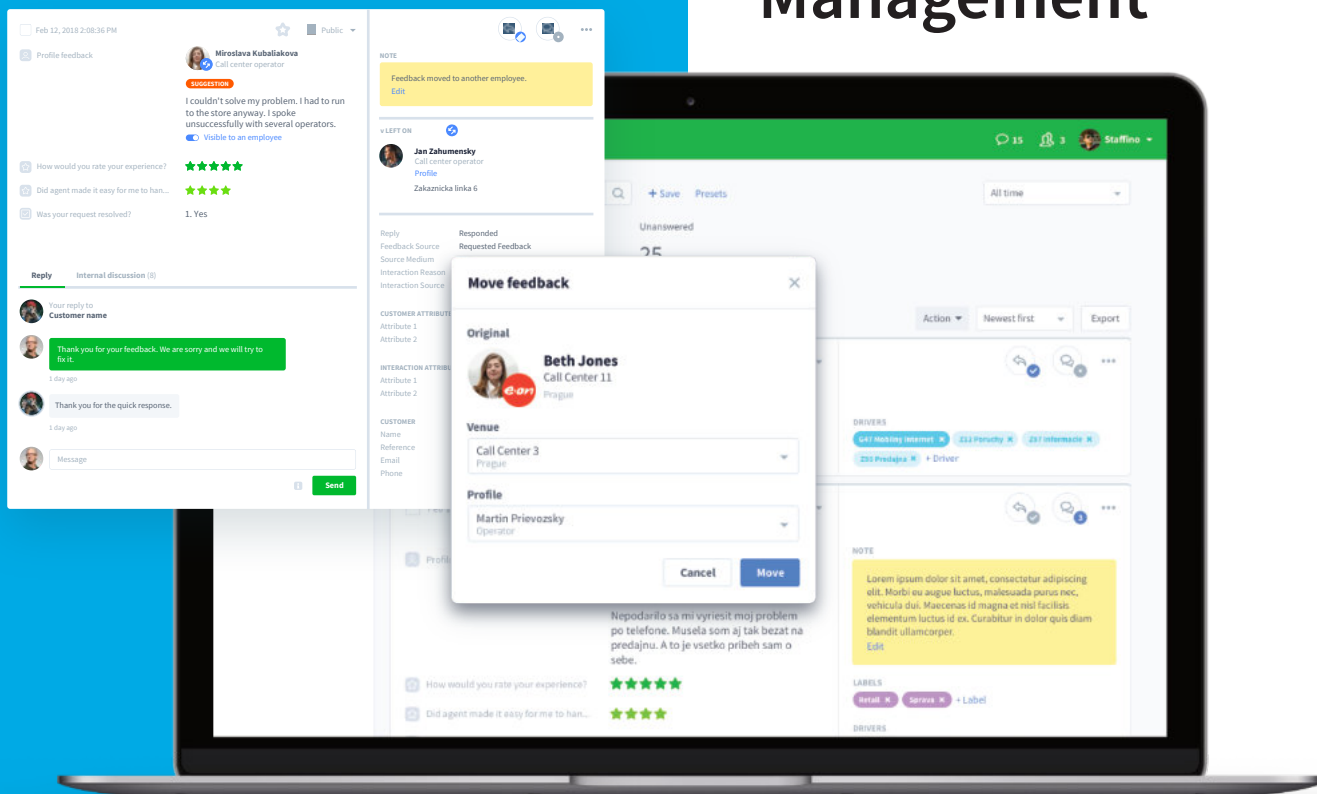
You received an interesting feedback from a customer? Forward to your colleagues. Consult regarding feedback with other managers in your team. Your employees can provide insights from the front lines.







# Basic Feedback Management



## Feedback visibility

Managers decide what feedback can be made visible to employees or the public on the Staffino platform.

## Moving feedback

Do your employees get feedback where customers find opportunity to penalize staff for issues with organisation services, products or processes? Managers have the option to move feedback to a different profile or unit.

## Details at glance

Each feedback records the details from when the interaction was created. You control what attributes are imported with interactions. Organisation creates its own attributes. Customer attributes are permanent across the organisation, Interaction attributes are variable. These can then be filtered and analysed separately.

## Set access

Assign levels of access for managers. Each manager sees only his scope of data defined by his position. Business view helps to limit the functions available.

You can work with customer feedback realtime, anywhere - on desktop or mobile. Manager has variety of tools available to process collected data.

Work with customer feedback flawlessly in friendly interface. Scroll feedback similar to social media. Expand one to see its details. Reply to customer, discuss with colleagues, mark or label the feedback if needed and then filter by it.

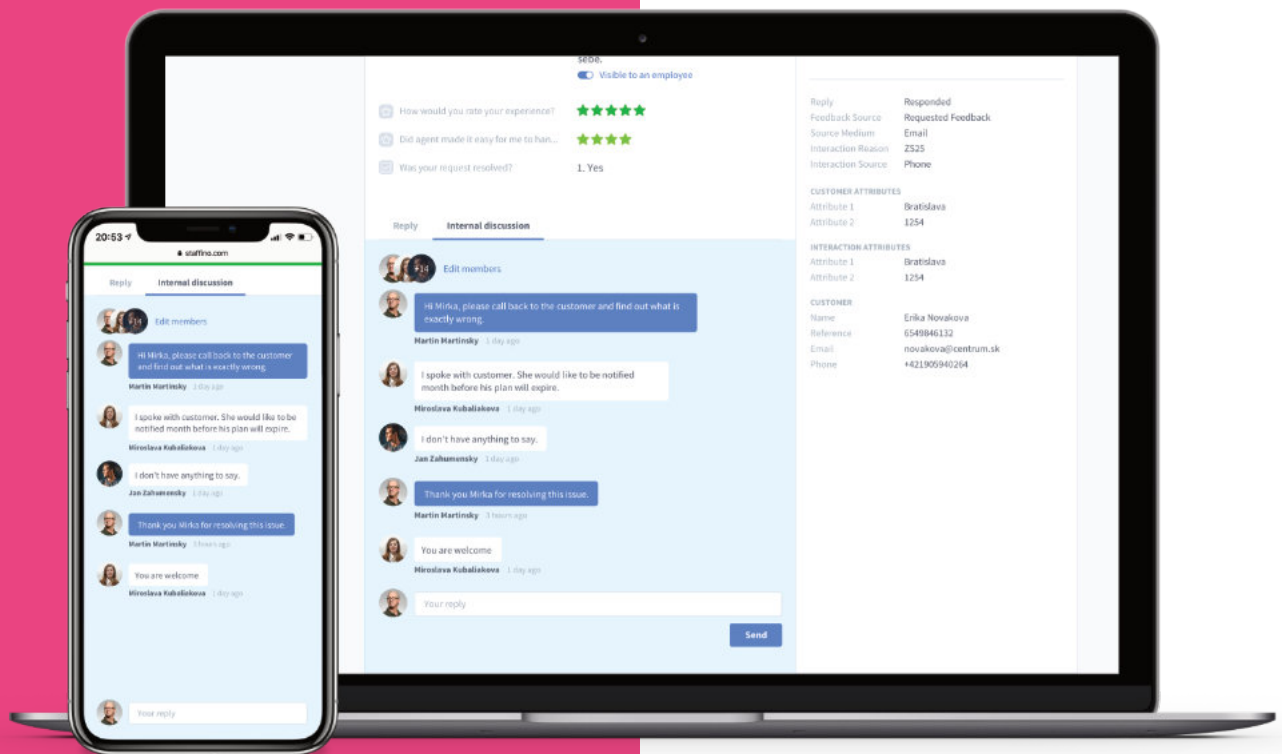
## Marking feedback

Create labels and use them across your campaigns. Mark interesting feedback for other managers. Leave them notes with your insights.

Retention ✕ Call center ✕ + Label



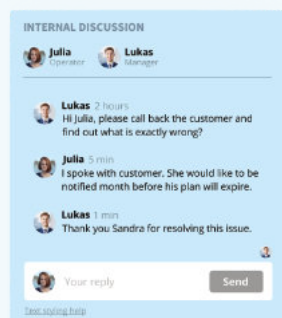
# Internal Discussions Employee-to-Manager



## Employees Sharing insights

For employees, manager comments or additional questions relating to feedback is highlighted in the Resolution Center.

These private discussions between managers and front-line employees are a valuable source of improvement for company processes.



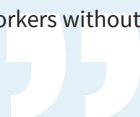
Your employees usually often spend their time on the front line and they face your customers every day. Thanks to their thousands of interactions with customers, they know which processes work best. Listening and discussing feedback with your front-line employees can bring many insights and ideas for process improvement.

An important part of feedback management are the internal discussions between different designated managers, or between managers and employees. This helps to solve problems quickly, identify critical process gaps and channel them to the responsible people internally.



**Radoslav Vol'ny**  
Head of Online Transformation, O2

Staffino is an innovative tool, that enables us to get immediate (and predominantly targeted) customer responses about O2's service quality. At the same time, managers can resolve issues quickly and efficiently with front-line workers without the need to use other channels.







# Employee Feedback Management

Dear **Mrs. Barbora** - 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.



**Barbora**  
Call center agent

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.** Antonin



**Veronika**  
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

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



**Lenka**  
Call center agent

**Veronika** 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.



**Veronika**  
Call center agent

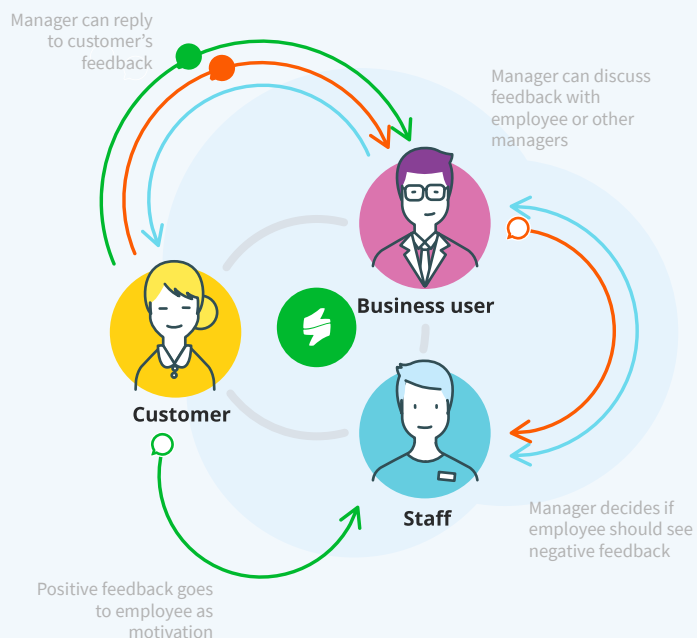
**Ms. Renata** was very kind, friendly and willing, when she was dealing with my request. Moreover she proposed me the possibility of another product.



**Renata**  
Call center agent

## Employee Recognition Plays an Important Role

70% of all employees feel they receive little or no recognition. Employees who know that they will receive recognition for acting on the brand promise will have a strong incentive to do so. Read more about how positive feedback improves staff performance, happiness and effectivity in a paper you can download.



Engage employees with positive feedback, gamified dashboards & open discussions. Get happier, engaged & motivated employees.

The most undervalued method of energizing your business and organisation is your staff. If you decide to collect feedback related to specific interactions with your staff, you can expect 50-80% of feedback received to be positive. No matter the time, no matter the country, no matter the business.

## Control what your employee sees

By default your employees see all positive feedback. Negative feedback is visible to managers only. If you decide to unlock a negative feedback or suggestion for the improvement of an employee, you can do so with single click. Now you can start discussing feedback with your employees.

☒ Visible to an employee



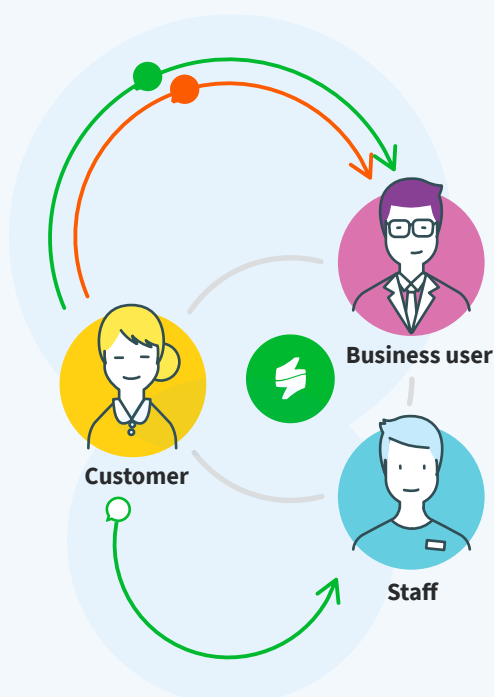
This service provides an overview where employees see their personal statistics and feedback (according to the rules specified by the manager). The Staff Motivation Module is a highly effective tool, encouraging employee motivation with positive feedback.

- **Who is the best in your team?**
- **Which team achieved the best score last week?**
- **Specifically, what do customers like about certain employees?**



You decide what kind of feedback is visible for your employees. Employees receiving thank-yous directly impacts morale, engagement and satisfaction.

Negative feedback goes only to managers, while positive feedback is visible to employees for motivation. Managers have controls over what is visible to employees. Remember, some negative feedback can be constructive.



## Results

Saved value - Reactive retention calculator



Contacts volume surveyed in transaction survey	1,200,000
Conversion rate	9.3 %
Feedback volume	111,600
Negative feedback %	21 %
Negative feedback volume	23,436
Reactive retention cases % (based on our benchmark)	12 %
Reactive retention cases volume	2,812
Success rate of reactive retention	45%
Average live cycle of subscription	23.5
ARPU	27.85 €
Value of 1 saved customer	654.48 €
	828,297.38 €

### Total saved value

Total saved value monthly  
(1 month of subscription)

828,297.38 €



### Retention cases

We can help you predict, how much money you can save by identifying customers thinking about leaving your company.



### Upselling opportunities

Based on measured, continuous improvement of CX, we can predict how many more customers will spend with you.



### Attrition savings

The most complex ROI model, reflecting inputs on the training process of your employees, productive hours of new employees over time, or recruitment costs. Combined with industry standards, we can help you to understand savings on attrition.

## ROI Calculations

An important part of implementing CX projects is to be able to analyze their impact on the business.

Depending on the product module and type of transactional surveys, we are able to help your managers calculate financial impact, savings or the earnings the project can bring to your organisation. We have multiple pre-filled analytic ROI calculators – you just need update variables specific to your area of business and current cost structure.

### OUR CX ANALYSTS WILL HELP YOU WITH BUSINESS CASES AT ANY STAGE OF YOUR CX PROJECT

- Pre-pilot ROI calculations
- Post-pilot calculations
- Annual ROI calculation



### Process improvement savings

With special deep dive focus on a specific sample of customers, we can identify customer drivers of satisfaction and dissatisfaction. Comparing these to the costs of processes involved, we can calculate savings on based on the elimination of ineffective processes.



### Savings on FCR

2 percentage point increase on FCR, thanks to variation and outlier management **can decrease your repeat call rate. This will convert into a reduction of Call Center headcount by 1 percentage, delivered in 12 months, providing a huge savings on labour.**



# CX Consultation

Our certified CX specialists will help your team both fine-tune the smallest CX processes, or steer strategic CX projects for major switches toward becoming a customer-centric organisation.

## 4 areas of expertise you can use our CX expertise:

**area 1**  
Leadership and Planning

**area 2**  
Processes

**area 3**  
People

**area 4**  
Performance

## Strategic Assessment

- Annual CX business plan for the upcoming year
- Formal review and evaluation of actual annual performance against targets set in Annual CX Business Plan
- CX Strategy update for the next 2 years
- Review current targets and set new on a level with high performing organisations
- If performance is below targets, set ramp-up period to achieve high performance
- Determine if changes are required to improve process performance
- Change surveys if appropriate or needed based on business priorities
- Identification of metrics which should be used, based on actual need of operations and current process performance
- Analysis of performance, accuracy or defect rate of program or process
- Check if service level for inbound real-time transactions is aligned with customer expectation
- Check if SLA's for differed inbound transactions are aligned with customer expectations

## Day-to-day Assessment

- Monthly development of CX figures measured with Continuous improvement tracking (NPS, CSAT, Effort Score)
- Monthly development of other performance indicators which could be measured through the CX survey (FCR, FTR, Contact resolution)
- Key satisfaction questions and attribute analysis
- Correlation analysis of CX attributes
- Sustained improvement and variation analysis among teams handling the same processes
- Variation analysis among the front-line staff handling the same processes
- Outlier identification and best practice among front-line employees
- Quarterly verbatim analysis on a program level (e.g. business line)
- Analysis of correlation and impact of key customer related processes
- Quick wins to improve key customer related processes





# Customisation

Wherever you need to gather data or analyse complex models, our survey software solution can help. From a simple survey link you can paste anywhere, to advanced integrations with your CRM. From a default set of dashboards for small team, to complex dashboards for all levels of your organisation. We'll help you reach your goals no matter where they are.

The business analytics and code structure behind STAFFINO dashboards is highly flexible and allows any specific information needed for your organisation.

## Business app customisation

Organisations usually work with similar metrics, or use similar types of questions. Each organisation has their own specific approach to viewing, analysing and evaluating their collected data.

## Dashboard views

Staffino dashboards are modular to the needs of customers. Dashboard views let you set up different views on collected data for your various managerial levels.

## Templates

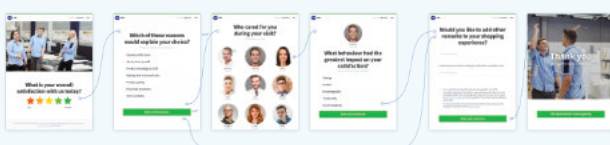
You are in control of what you sent out. Create your own email template and use your own copy. You also have the option to personalise the survey landing page.

## Reports

If the dashboards are not enough for your team, Staffino offers reporting. Select the managers to receive regular on-demand reports in their inbox.

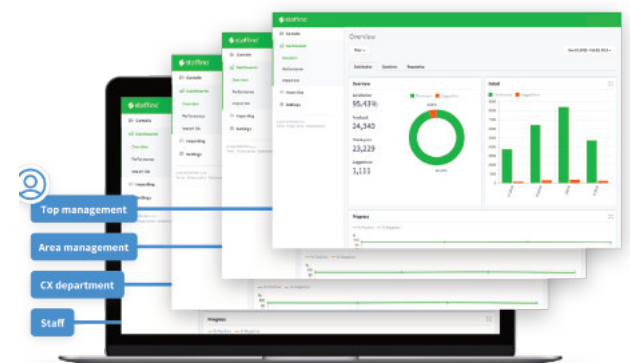
## Custom flow

Take control over your survey. Stack questions in the survey to get the most comprehensive results and make conditional jumps. The possibilities are endless.



## Integration solution

Staffino provides multiple ways to import or exchange data from other systems. It's up to you the level of integration to employ.





# Training and Workshops

Educational workshops for different level of management, on various CX topics.

Participants will gain knowledge about CX processes and CX management

- How to implement proper CX satisfaction surveys based on current business targets and key process performance.
- How to ask the right questions and which attributes to track.
- How to track performance improvements and how to set up efficient calibration and coaching process.
- How to implement proper process auditing and track the performance of customer journeys in a multichannel environment.
- How to implement proper performance management.
- How to track performance improvements.

## 1 Transaction Monitoring Aligned with CX Satisfaction Surveys

A client approach to quality management, designed to meet client and customer requirements and targets. Systematic monitoring of transactions handled by advisors providing performance identification. Coaching of advisors whose performance is beneath the required targets.

## 3 CX Satisfaction Surveys

Client approach for the efficient measurement of customer experience across different channels, with effective satisfaction surveys.

### Requirements

Meeting room, projector (HDMI), flipchart

### Attendance

Typically managers (senior or middle level) managing key customer related processes, or departments dealing with client requests (customer service, retail, quality teams), or managers / specialists from support departments. Max 10 participants.

## 2 Staff Performance Management and Managing Staff Feedback

Client approach to evaluating individual employees performance in handling customer related processes, to support Client Statement of Direction and business performance targets.

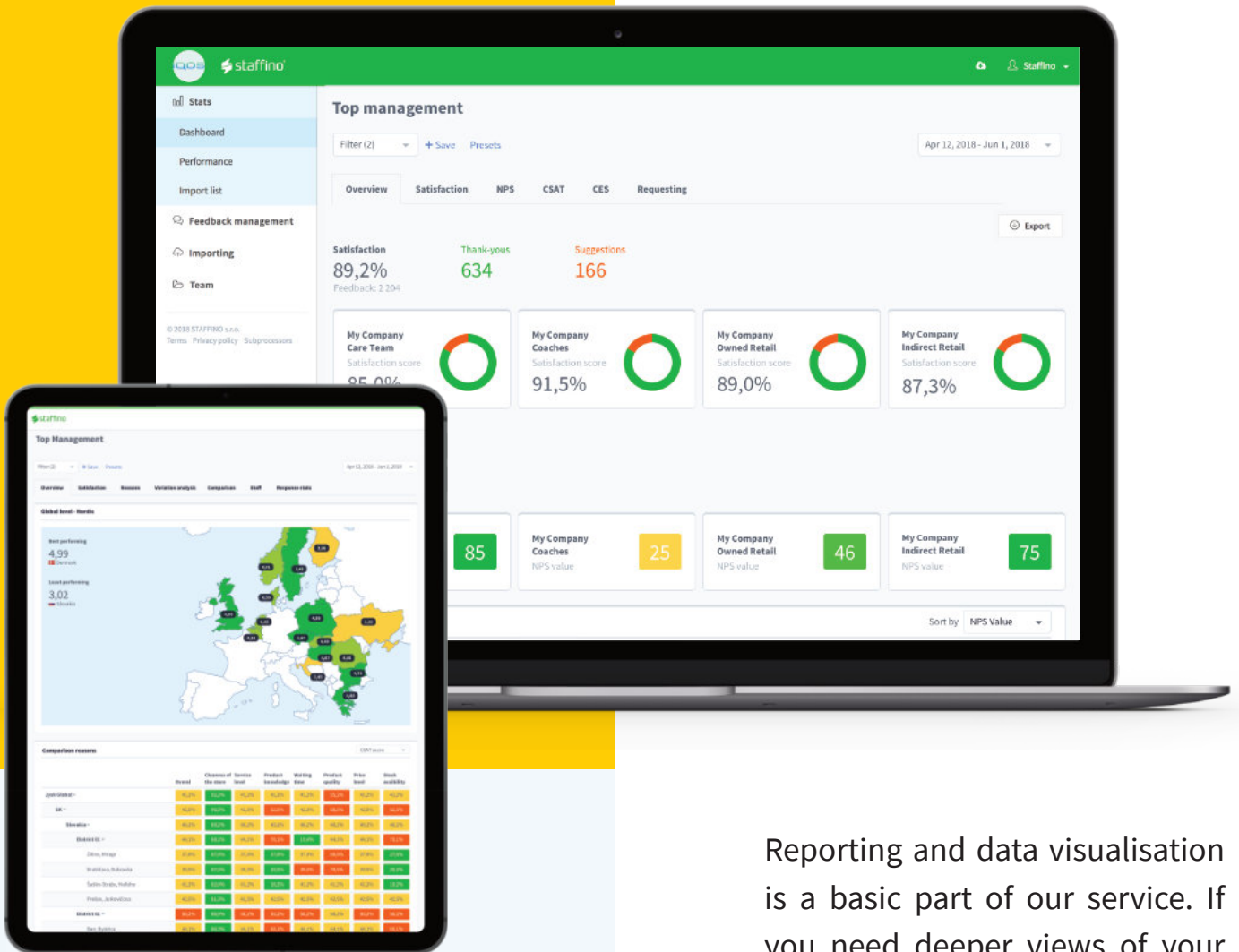
## 4 Process Performance and Customer Expectations (Internal and External SLA's)

Client approach to ensure its key customer related processes are defined and operating effectively to achieve targets aligned with customer expectations.





# Multi Level Dashboards



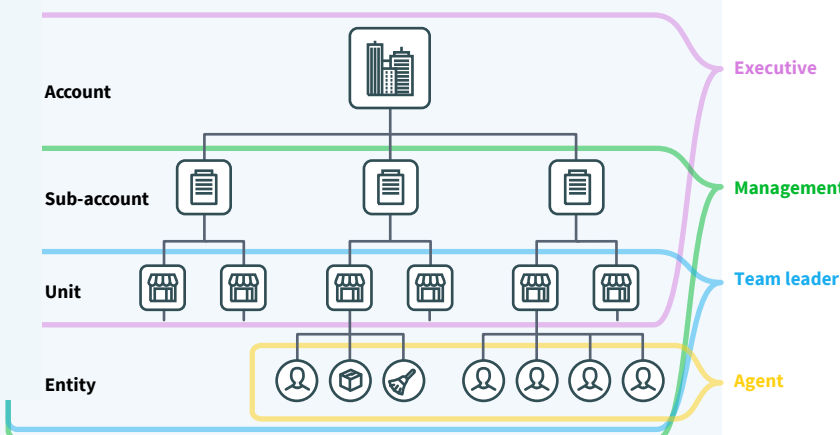
The business analytics and code structure behind STAFFINO dashboards is highly flexible and allows any specific view as needed in your organisation.

Level of access grants different dashboard access.

Predefined user-roles can be changed and redefined.

Reporting and data visualisation is a basic part of our service. If you need deeper views of your data, we offer customised dashboards in line with your requirements. Data visualisation is endless – the only limitation is data availability.

Each feedback campaign has a specific, generic set of dashboards that can be accessed on different levels. Once you create a structure of your organisation, employees and managers responsible will see their specific dashboard set relevant to their daily actions.







# Semantic Analysis Module

eur, data, silver, GB, monthly, cancel, card, activated, fee, unlimited	11.51 %	<div></div>
answer, better, unwillingness, informations, much, yours, employees, ...	11.41 %	<div></div>
<b>competition, elsewhere, fee, discount, transfer, no offer, consider, faithful, price</b>	<b>8.89 %</b>	<div></div>
link, not replied, call, called, customer's, not called, no one, contacted, ...	8,29 %	<div></div>
invoice, email, address, payment, reminder, bank, account	7.79 %	<div></div>
told, didn't know, impossible, went, tell, hotline, alone, didn't respond	7.74 %	<div></div>
repair, replacement, display, warranty, safety, reclaim, bought, cover, glass	5.22 %	<div></div>
feeling, arrogant, unpleasant, inappropriate, distant, unwilling	5.17 %	<div></div>
unhelpful, wasn't, not explained, not communicated, didn't know, questi...	4.57 %	<div></div>
number, problem, telephone, weak, coverage, bad, transfer, card, SIM	4.42 %	<div></div>
waited, minutes, long, take, hour, wait, time	4.27 %	<div></div>

## How it works

First we create a semantic model from your collected data. The model does not need any vocabulary input for language recognition as it works with any language and large enough sample feedback.

We then calibrate the model to output Semantic Topics or Semantic Drivers.

**Topics** are generated automatically by the system. Topics are best put to use to discover what customers are talking about most.

**Drivers** are created by the client in the rollout phase and the system labels each feedback with an attributable Driver. This is very useful for categorizing feedback.

### DRIVERS

Employee attitude ✕

Issue handling ✕

Arrogance ✕

Not resolving the issue ✕

Unprofessional ✕

+ Driver

Based on SentiSquare text recognition technology, we process free text feedback automatically. Options such as customer sentiment, critical keyword or phrase search, and identification of specific terms, is possible in real-time. Filter by topic, search based on a context (not specific words), identify and compare the most common issues from different perspectives automatically and in real-time.



# Churn Prediction Module

To generate an initial predictive model, we'll work with historical customer transactional data and combine it with experience and churn data.

## Operational Data

This is the customer transactional data

## Experience Data

This is the customer feedback data that you collect when you directly survey your customers with Staffino surveys (e.g. NPS, CSAT, satisfaction attributes, etc.)

## Churn Data

This is a binary value (1/0 or yes/no) identifying whether or not the customer has churned. (Note: identifying an individual customer's churn is an easy task if you have a subscription or renewal business as this provides a clear indicator of churn).

### HIGH RISK Churners

Customers who will churn within 3 months following a typical symptom occurs in feedback, gathered through Staffino surveys – this should be handed over to your retention team to action).

### MEDIUM RISK Churners

Customers who will churn within 3-6 months following a typical symptom occurs in feedback, gathered through Staffino surveys – should be followed with a different survey containing churn questions (e.g. if there is intention to churn and what is the reason for it – with options – to clarify required actions).

### LOW RISK Churners

Customers will churn within 6-12 months following a typical symptom occurs in feedback, gathered through Staffino surveys – based on business model, define proper actions to be taken to avoid churn.

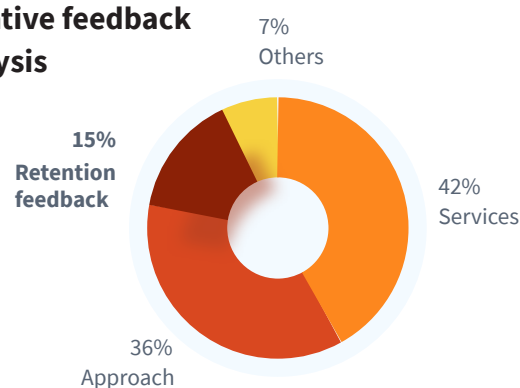


**Vladislav Kupka**  
Board Member, Orange Slovakia

More than half of all reactive retention cases that we capture, we wouldn't have ever caught without Staffino.

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

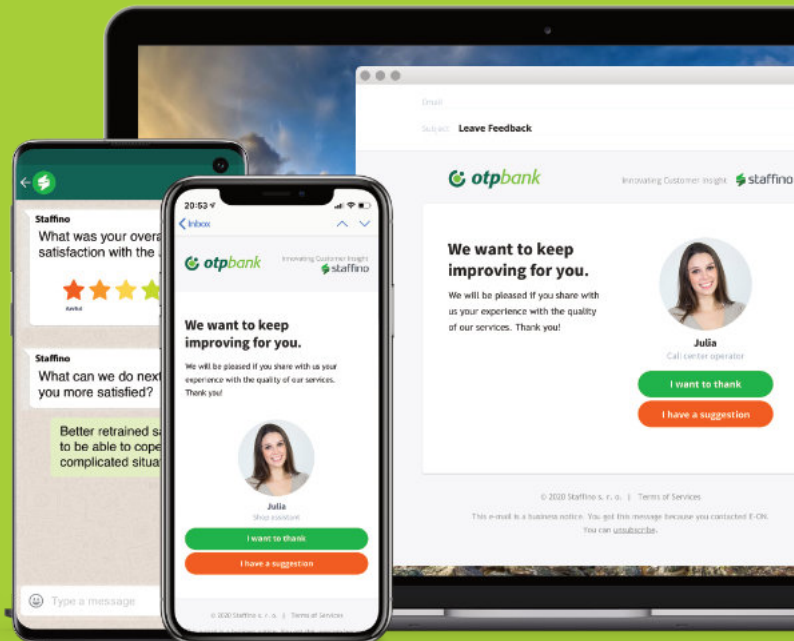
### Negative feedback Analysis



# Feedback Collection types

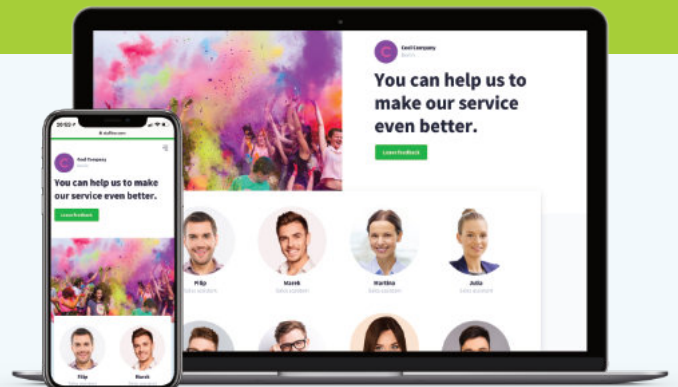
## 1 Requested Feedback via E-mail, SMS, Whatsapp or Viber

If you record customer interactions at your contact points, you can request feedback from Staffino. The average conversion rate of feedback varies between 8-12%. Interaction data can be imported manually or by integration with your systems. Overall process automation is possible, so requests can be sent within minutes of an interaction with your customer.



## 2 Spontaneously via Web

Customers can leave feedback directly via a link, promotion of a short URL, via social media or QR code provided and promoted at a POS. Leaving feedback can be conditioned by login via email, Facebook, Google login or can be completely anonymous.



## 3 Spontaneously at POS via Kiosk

Customers can also express their feedback at your points of sale via a touchscreen/ tablet (KIOSK).

