

# Drive your business in real time with the voice of your customers

**Knowing what your customers really think is critical when exploring ways to improve the service you deliver to them. Having access to this information in real time supports you to create a self-learning organisation proven to increase customer satisfaction by 30%.**

**Bright's customer satisfaction surveying tool was designed based on over 10 years' analysis of top performing customer service organisations. The key features helping clients improve are:**

- **Accountability**

If you can't break down customer feedback to the person responsible for it, you cannot drive change. Navigator shows staff, teams and departments side by side making it easy for managers to focus their support.

- **360° feedback**

Even before any 1-2-1s have taken place, staff see their own results and the reasons for the customers' scores, creating an automatic self-learning environment.

- **Intelligent analysis**

The Bright Navigator incorporates simple to use tools helping you to identify the REAL drivers of your net promoter score and customer satisfaction, as well as the breaking points for them. This enables you to optimise your organisation's performance, delivering maximum quality at minimum cost.



# Simple and Effective

Bright Navigator is a cloud application with no heavy up-front investment. Being accessible via a web browser means management can observe live performance from anywhere on any device.

For a small fee, you could be set up in less than a week, and you can trial the solution before you roll it out across your organisation.

## How does it work?

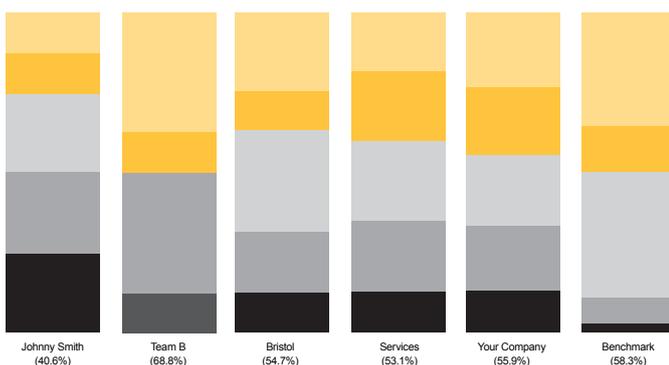
Gathering post contact feedback can be conducted in a number of ways, from emailed surveys to mobile text surveys or live and speech-based surveys. Crucially, the surveying takes place instantly, ensuring the experience cited is not influenced by other processes or opinions from third parties. This also improves take up rate and avoids disturbing the customers when they are busy doing something else.



## CSAT by department, team and staff member

Customer satisfaction results can be broken down by organisational level, creating an unprecedented ability to see who the most effective staff members and teams are, not just the most efficient. The results can also be split by types of customer or department (such as contact centre, field representatives or branches).

Furthermore it includes benchmarking, showing you not only if results are better or worse than previous period, but if those results are good or bad in an industry context.



## Automatic feedback for staff

Your people get access to immediate feedback on their own personal customer satisfaction compared to their team. This drives positive behaviour to improve service delivery, resulting in increased FCR, sales and customer satisfaction.

## The real voice of the customer

In addition to the scores customers give you, recorded verbatim comments are stored as sound files to be listened to by staff and managers. The sound files can also easily be converted to text files, enabling you to do data mining and share the feedback with appropriate departments (such as marketing, product development, field service teams) creating a dynamic and customer centric organisation.

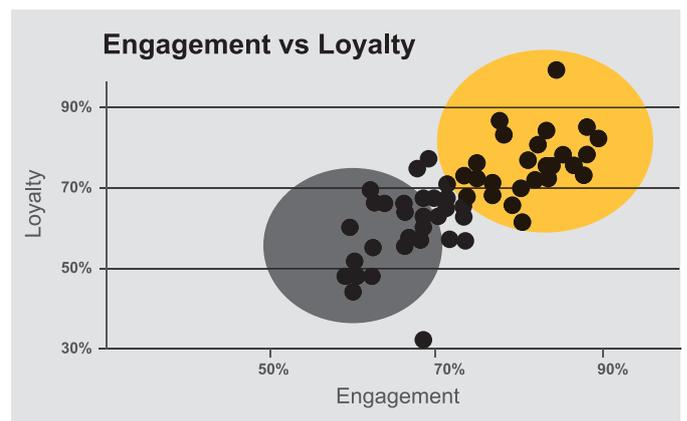
## Combine CSAT scores with productivity metrics

Your most relevant performance indicators can be monitored automatically and presented on the system dashboard with a real time view of staff effectiveness. This could help you create balanced scorecards that staff incentives will be based on.

## Extended intelligence for managers

Bright Navigator removes the guesswork in how metrics affect each other. It will inform your contact centre managers what the top five drivers of customer satisfaction or net promoter score are on a weekly basis.

For a team leader, the built in correlation tool will show both what those drivers are and who in the team are underperforming.



## Why Bright Navigator?

With its market leading ability to collect, analyse and present customer feedback in real time down to staff level, Bright Navigator is a powerhouse in contact centre operations.

Bright Navigator has proven to deliver significant results for its users, including:

- Substantial cost savings as a result of focusing on what REALLY drives CSAT and NPS
- Lower employee attrition through improved development
- 15% time saving for team leaders
- Ability to find the breaking point for service levels
- Improvement in customer loyalty and retention
- 30% increase in CSAT scores

In addition to the effective design of the system, it is Bright's consultative approach and expertise in what it takes to become a best-in-class customer service operation that clients say also makes the solution stand out.

"Every quarter Bright meets with the Heads of each site to go through the CSAT results, presenting their interpretation and highlighting areas of concern and areas of achievement. This provides clarity on what Shop Direct needs to focus on to realise the biggest gains, yet also provides a sense check on what is important and what the company can de-prioritise."

Shop Direct Head of site

"There is no doubt that working with Bright to understand our overall contact centre performance and gain insight into customer satisfaction has helped Barclays Direct maintain its high standards of quality service delivery. Bright helps us ensure that we continue to excel at one of our unique selling points; delivering an award winning customer experience."

Barclays Direct Customer Experience Manager



"We began working with Bright to get a more holistic assessment of our performance as well as reliable benchmarking of how good we really were. Through reviewing performance metrics, employee engagement and customer satisfaction, we got a much better understanding of relevant KPIs for us. Other key outcomes were greater employee engagement, a better structure for FCR and a more holistic approach to performance management. Last but certainly not least, it contributed a major sales increase last year."

Director of Telegraph Direct

**Improve your competitive edge through CSAT this year!**

If you would like to hear the voice of your customers email us at [info@brightindex.co.uk](mailto:info@brightindex.co.uk) or call **0208 296 1944**. Contact us to find out more about pricing, how quickly we can get going or arrange for a face to face presentation of what the results would look like.

## Find out more about Bright

With over 1,000 reviews of contact centre performance and millions of customer and employee satisfaction surveys delivered annually, we have identified three areas that need to be monitored continually: internal performance, employee engagement and customer satisfaction. These drive each other as well as directly affect your bottom line!

To be able to drive change it is not enough to simply measure internally, it is only when you compare externally that you see how well you are really doing. The Bright solutions cover all three areas of measuring as well as providing expert contact centre consultancy to interpret the results and offer a realistic action plan for change.

### **brightindex™**

#### Performance benchmarking

Bright Index™ gives companies the most reliable, relevant analysis and benchmarking of internal contact centre performance available. Every year 100 participants get 60 internal KPIs analysed and benchmarked by a senior consultant as well as receive a GAP analysis and recommendations on how to improve.

### **brightemployee™**

#### Employee engagement measuring

Bright Employee Index™ monitors staff satisfaction, engagement and support. Not only are all areas that drive customer satisfaction measured but the factors that affect these areas, so that management get a hands-on tool to drive change.

### **brightnavigator™**

#### Customer satisfaction measuring

Bright Navigator™ provides automated post call surveys, broken down to team and agent level. Management have access to instant results and agents see their own results creating a self-developing and self-learning organisation.

### **Intelligent Reporting**

The output of all three modules is presented in real time in a user-friendly dashboard with access levels available for managers, team leaders and agents.

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