



Case Study

Social Learning Significantly Improves Customer Satisfaction

Pain Points:

"I need to innovate to stay competitive."

Industry:

Financial Services

Solutions and Products:

Learning Innovation, Social Learning

Business Challenge

A global financial services leader placed a large emphasis on customer satisfaction (CSAT) on each of their programs around the globe. A survey was regularly sent to customers via e-mail providing the opportunity to rate their account executive. When the company noticed that CSAT metrics began to decline, they reached out to TeleTech for a solution.

Solution

After an intensive review of root causes for the decline in metrics, it was discovered that the knowledge and experience gained from tenured employees wasn't being captured, and coaching techniques were not shared across programs. TeleTech's learning consultants worked with the client to implement a private online collaboration tool house numerous training documents for each program and help the program employees share key learnings. Learners and teachers were able to share information in real-time and across the globe. Some examples of the benefits of this type of social learning include:

- The customer survey results from each location were posted daily for review
- Participation in regular online discussions about CSAT best practices
- Documents, such as scorecards, were uploaded to help with coaching and account executive development
- Quarterly business review documents allowed for each location to summarize their client results in one format and provide them in one central location
- Client leadership was able to monitor the account overall by discussing urgent issues and addressing questions as they came up in meetings or events

Results

The results of implementing an online community for the client were astounding. As more employees began to participate in the social online environment, efficiency increased as e-mails

and document trails among team members declined since all information types that pertained to the program were now housed in one location. There was increased communication between the leadership and their teams, as well as constant interaction with the client leadership. Implementing TeleTech's Social Learning product helped make frontline employees more educated about products and services in addition to providing instant coaching feedback for any aspect of the program. The client realized significant gains on the CSAT survey within six months.