Use Case: Closing the Feedback Loop

Learn how Alchemer can help you reduce churn by closing the feedback loop and uncovering service gaps.

Think About It

1. How do you gauge customer satisfaction and the quality of support provided after a ticket is closed?

2. How do you identify areas where support agents need to improve? Likewise, how do you identify areas where support agents excel?

Challenges

1. **Incomplete Feedback Loop:** After a ticket is closed, organizations lack a consistent method to gauge the customer's satisfaction with the resolution provided.

2. **Unidentified Service Gaps Driving Customer Churn**: Without proper feedback collection, potential gaps in service quality, or areas that need improvement remain undetected, leading to recurring issues and potential churn. These gaps could include situations where agents lack specific answers or the necessary interpersonal skills during phone interactions, or maybe there are unaddressed feature requests.

Overview

Function: Customer Support

A Support Team uses their Customer Service Platform to manage support inquiries. While they are known for their prompt response times, the Contact Center Manager wants to ensure that every closed ticket meets the quality standards expected by their customers. With the feedback collected, they want to identify where support agents excel and identify areas for improvement.

Integrations Supported

To view all Alchemer Workflow integrations, click here.

1. Alchemer Workflow Zendesk Initiator

2. Alchemer Workflow ServiceNow Initiator

3. Alchemer Workflow Salesforce Initiator

4. Alchemer Workflow Gladly Initiator

Solution

Upon closing a customer service ticket, the Support Team uses Alchemer to automatically send a CSAT survey to the customer, gauging satisfaction and identifying areas for improvement. The feedback then goes to the Contact Center Manager and service representative for prompt action.

Although their Customer Service Platform offers its own workflow solution, they choose to use Alchemer for its advanced survey features, reporting capabilities beyond what they can do in their Customer Service Platform, and Alchemer's no-code, deep integrations with other external systems.

Outcomes

1. Reduce Customer Churn

Alchemer's reporting and segmentation capabilities allow you to see how each agent is performing across a variety of customers and call subjects. By acting on the analysis, you can help agents get the exact training they need to better serve customers.

Business Impact: Higher renewal rates

2. Immediate Quality Check

The immediate dispatch of the CSAT survey serves as an instant quality check, helping you identify training opportunities for agents. Additionally, you can use the positive feedback to recognize agents for their hard work.

Business Impact: Higher agent satisfaction and lower turnover

3. Increase Customer Advocacy

Acting on positive support interactions helps you identify customer advocates who can provide detailed user feedback and help win growth and renewal opportunities.

Business Impact: Higher win rates for growth and renewal opportunities

How to Build This Use Case

Survey Components

1. In Alchemer Survey, create the following surveys.

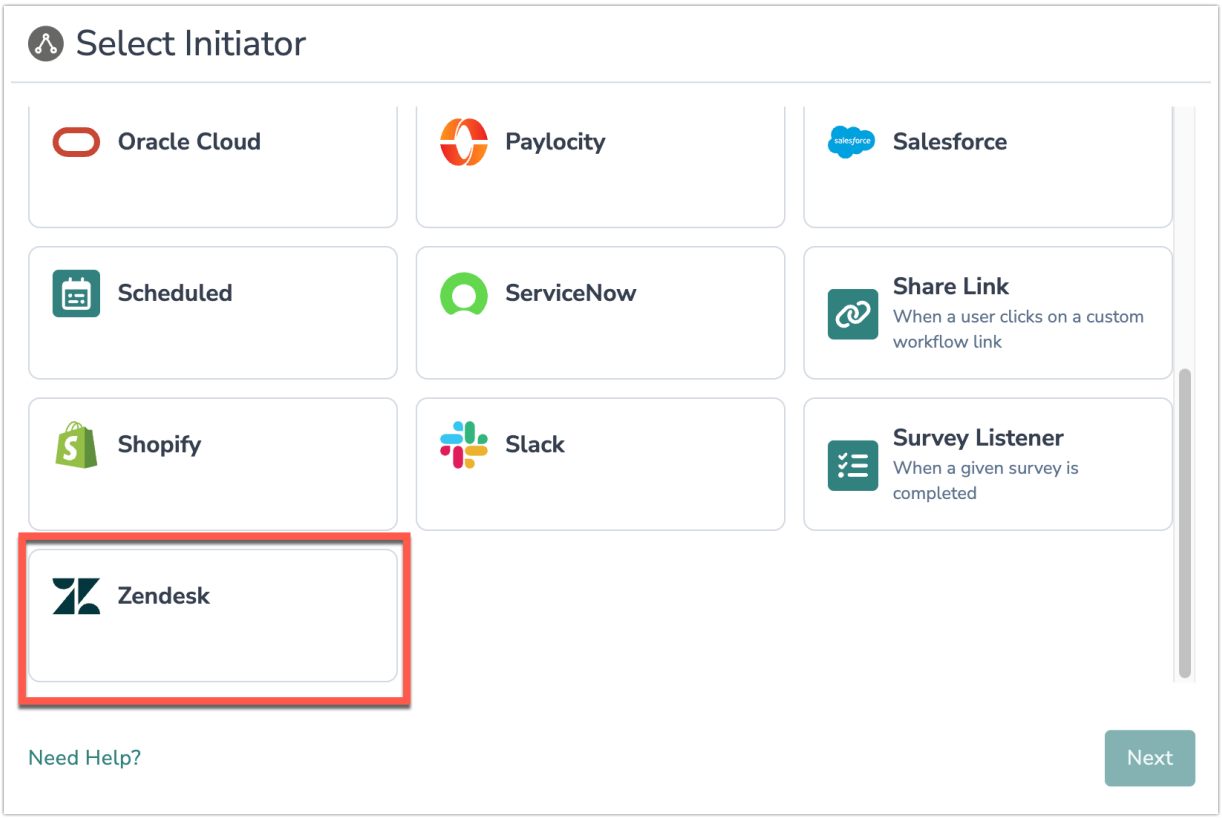
- A CSAT Survey for customers who had a ticket resolved. Here are some example questions:
  - How satisfied are you with the overall support you received to resolve your issue?
  - Did the support agent resolve your issue in a timely manner?
  - How would you rate the professionalism support agent who assisted you?
  - Were the instructions or solutions provided by the support agent easy to follow and implement?
  - Do you have any additional comments, suggestions, or feedback to help us improve our customer support services?
  - Did the support agent effectively address and understand your concerns or issue?

- A Ticket Closed Follow-Up Survey for customer support agents who resolved the ticket. Here are some example questions:
  - How would you rate the overall ease and clarity of the issue reported by the customer?
  - Did you feel equipped with the necessary resources/tools to effectively resolve the issue?
  - How satisfied are you with the solution you provided for the reported issue?
  - Were there any challenges or obstacles you faced while resolving the issue? If yes, please specify.
  - Did you encounter any gaps in your knowledge or training while handling this ticket?
  - How would you rate the overall efficiency of the resolution process for this ticket?

Workflow Component

1. In Alchemer Workflow, create a new Workflow. Name the Workflow "Customer Support Feedback Workflow." Hit "Next."

2. Select a Workflow initiator. In this use case, we want to initiate the Workflow when a customer support ticket is marked "Closed" in Zendesk.



For configuration details on the Alchemer Workflow Zendesk Initiator, refer to this document,

We are using Zendesk in this example, but there are other initiators that could be used for this use case:

- Gladly
- Jira

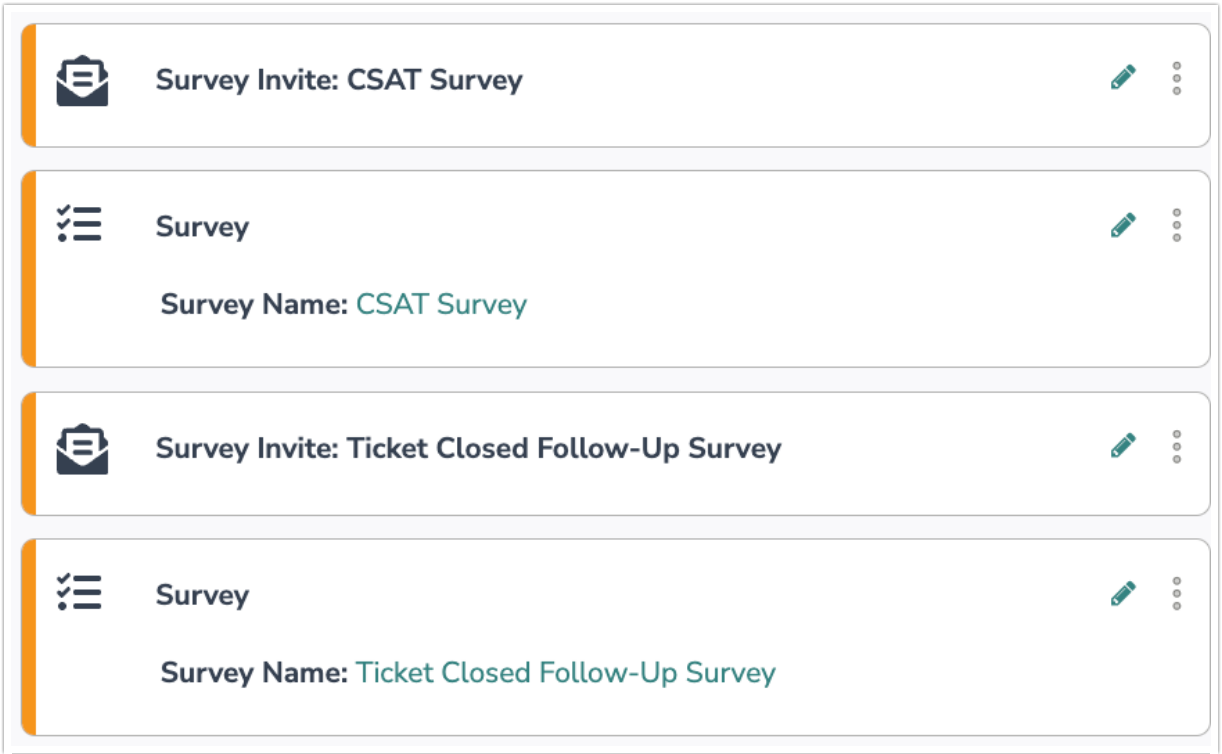
- ServiceNow

3. Next, add a Survey Invite step that will invite the employee, whose ticket was closed, to take the CSAT Survey.

3. Add a Survey step for the CSAT Survey.

4. Add another Survey Invite step that will invite the customer support agent, who resolved the ticket, to take the Ticket Closed Follow-Up Survey.

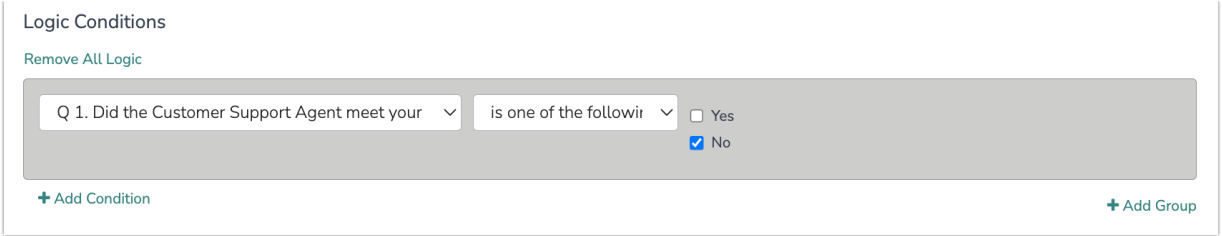
5. Add a Survey step for the Ticket Closed Follow-Up Survey.



6. Add a Slack or Teams Step to pass along these survey results to Support Leaders. In the message body, include Merge Codes for the survey questions from both surveys.

7. If the customer indicates in the CSAT Survey that they are not satisfied with the resolution, we want to send a message to the Customer Support Agent letting them know. To do so, add an If/Else Logic block.

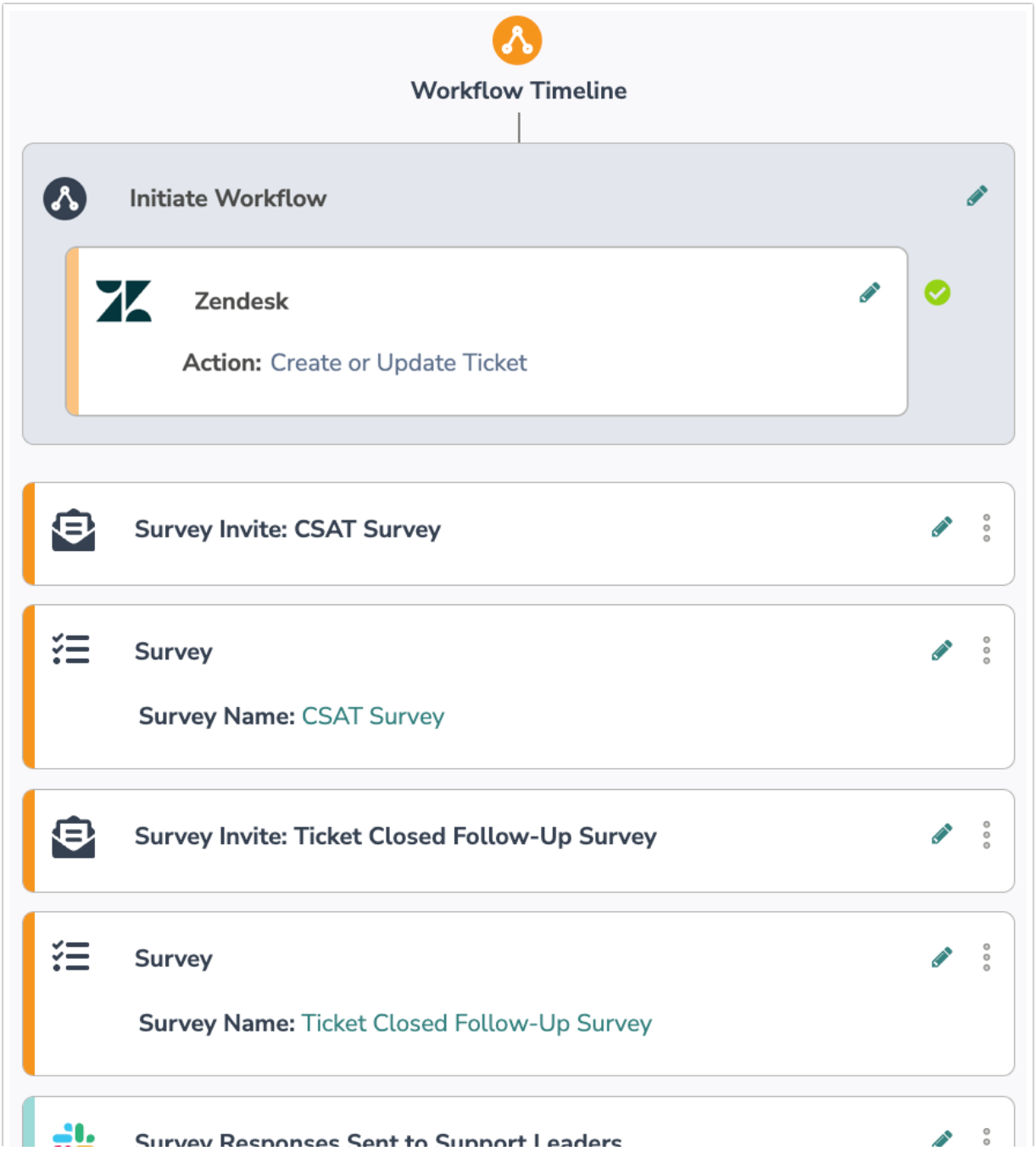
8. For the If condition, select the CSAT Survey. Then choose the question "Did the Customer Support Team meet your expectations in terms of resolving the issue/request?". Select is "is one of the following answers" and then check "No".

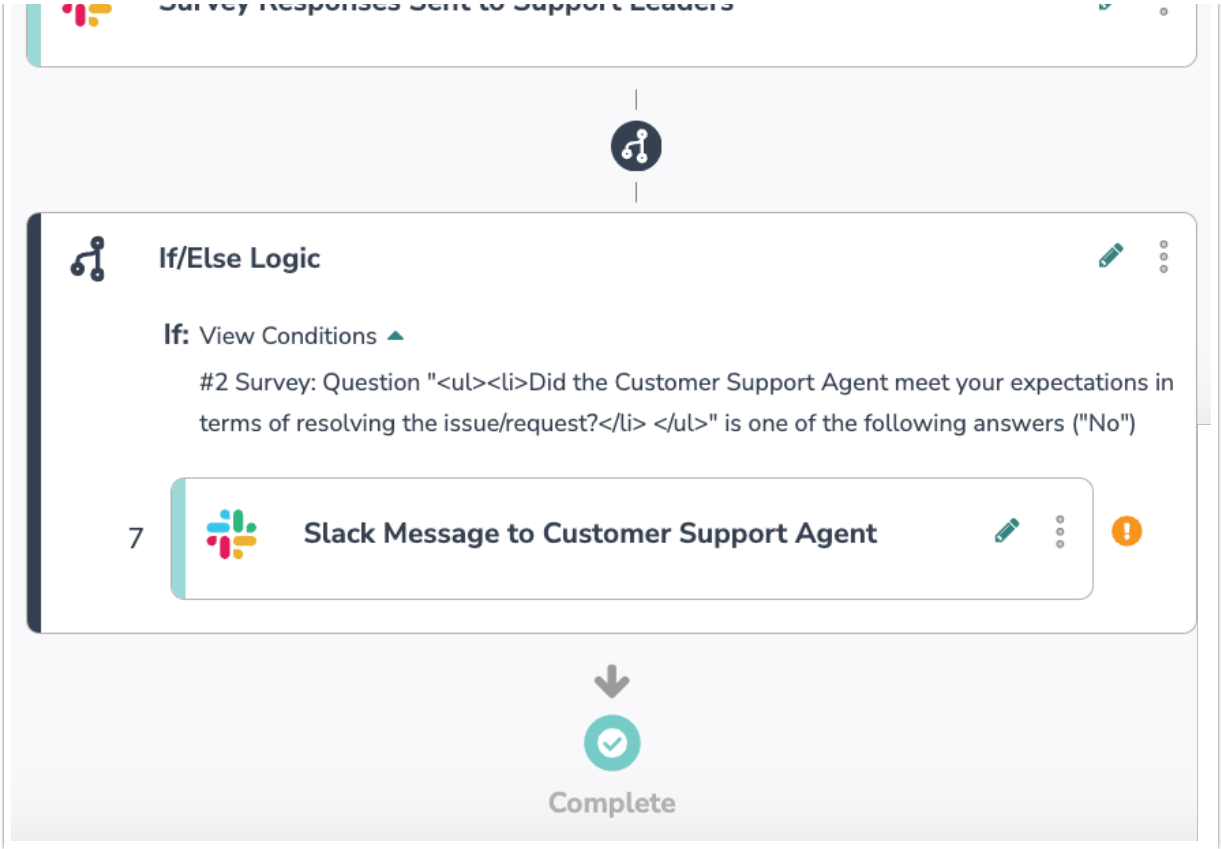


9. If this condition is met and the customer is not satisfied with the resolution, we want to send a Slack or Teams message to the Customer Support Agent, letting them know that they need to follow up.

10. If this condition is not met and the employee was satisfied with the resolution, the Workflow run ends.

Example Workflow





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