

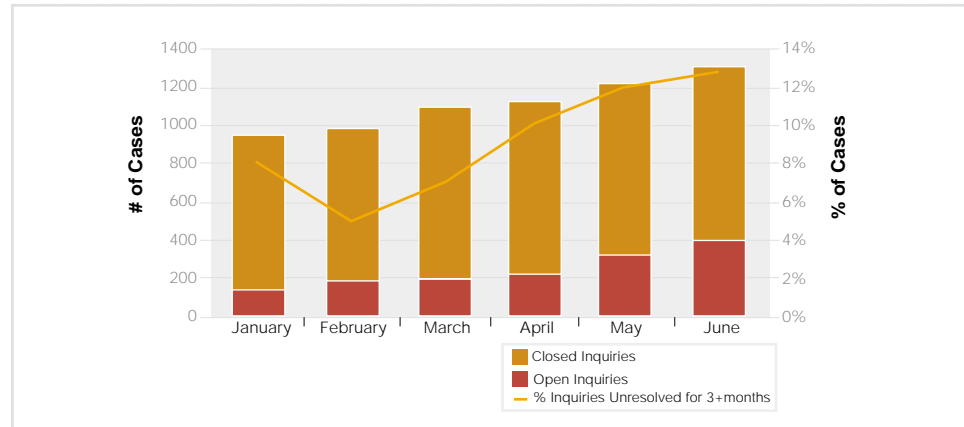
Customer Service Analysis

Customer service analysis investigates customer interactions with an organization, including point-of-sale, service delivery and follow-on support, to ensure customers are being serviced well. Executives and marketers monitor service and satisfaction levels over time to measure business effectiveness in retaining and attracting customers. Summary reporting shows service levels at customer touchpoints, tracks issue resolution rates and graphs period-over-period changes in customer complaints, returns or inquires. More detailed analysis drills into service metrics by agent, location and time, calculates cost of service and predicts future needs for staff, services and training.

Key Performance Indicators

- Issue Response Time
- # Issues Resolved
- # Issues Outstanding
- Daily Call Count
- Cost of Service
- % of Calls Blocked
- Top 10 Products Resulting in Complaint
- Customer Satisfaction Rating
- Forecast Staff for Desired Service Level

Sample Report: Customer Inquiry Trend Report



This customer service report highlights trends in the number of inbound customer support cases and their resolution status. Customer Service managers use this analysis to gauge customer satisfaction and performance over time. Additional analysis on the types of cases reported, product or service enhancement requests and response rate detail reveals opportunities for improvement.

COMMON BUSINESS QUESTIONS

- What is the trend in customer complaints this quarter?
- Where are the bottlenecks that cause me to miss service level targets?
- What is the distribution of complaints by complaint type, salesperson and region?
- What is the average time for a customer complaint to be resolved through a call center?
- What percent of customers are satisfied with their customer service level?
- What is the customer satisfaction rating of the top 20% of customers?
- What complaints are correlated with a particular product?
- Are call centers or online help centers more effectively addressing customer needs?