2 Customer support

- customer feedback
- job satisfaction
- presenting recommendations

2.6 Case study Cybertartan Software

Discussion

1 *What annoys you most as a customer?*

waiting for service | products that don't do what they claim | high prices | hidden costs | planned obsolescence | deadlines not respected | incompetent service | poorly translated instructions | being put on hold | other?

With a partner, discuss what you as a customer can do about these problems.

Scan reading

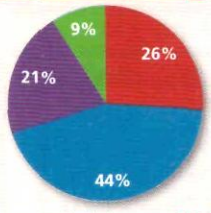
2 **Read the email from Hamish Hamilton, CEO of Cybertartan Software and answer the questions.**

1 What are his four problems?
2 How are the problems linked?

INBOX | REPLY | FORWARD

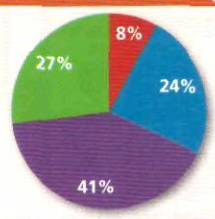
really pleased with the solutions you recommended.
For your next project, I need you to take a look at our Kirkcaldy contact centre. Our Q4 customer satisfaction survey is disastrous (see charts and report extract attached) and this represents a major risk to our corporate image and future sales. We have serious recruitment problems and a high staff turnover. These two problems are obviously linked. I suggest you talk to Laurie McAllister, our HR Manager there. I'd like you to come up with some proposals but without significantly increasing costs, which are another problem. Currently we estimate that on average a customer call costs us £4.50. We cover this from the call charge (currently £0.50 per minute), which is why we keep customers on hold for around six minutes. They spend about the same time with an adviser, although if possible we need to reduce this because at the moment we can't take enough calls. Obviously, we can't afford to increase salaries. I'm counting on you to come up with some creative ideas; get back to me as soon as you can.
Best regards, Hamish

Customer satisfaction Q1



very satisfied	26%
satisfied	44%
dissatisfied	21%
very dissatisfied	9%

Customer satisfaction Q4



very satisfied	8%
satisfied	24%
dissatisfied	41%
very dissatisfied	27%

TOP FIVE REASONS FOR CUSTOMER DISSATISFACTION

1	Difficult to get through to customer adviser	76%
2	Time spent on hold	65%
3	Several calls needed to solve problem	53%
4	Cost of calls	49%
5	Can't get help by email	32%

Reading for detail

3 **Mark these statements *T* (true), *F* (false) or *D* (it depends).**

1 Hamish Hamilton is probably writing to an external consulting group. ☐
2 The Kirkcaldy contact centre has satisfied employees and dissatisfied customers. ☐
3 The contact centre is losing money at the moment. ☐
4 If the centre employs more advisers, its income will increase. ☐
5 More than two thirds of customers were satisfied or very satisfied in Q1. ☐
6 The number of both dissatisfied and very dissatisfied customers tripled in Q4. ☐
7 About half of their customers would be prepared to pay for support if their problems were solved quickly. ☐