

Winning Back Unhappy Customers

89.10% Wins Registered

Total Number of Cases Covered	7759
Total number of Kudos & Solved Tickets	6913
Turn-Around Customer Percentage	89.10%

Details

Outcome	Contacts #
Kudos	833
Issue Resolved	6080
Expressed Dissatisfaction	530
Defects	316
Total	7759

Key Drivers

Reason for getting frustrated	#
Poor Customer Support – Email	643
Order lost	441
Missed promotion	339
Uploading problems	320
Order Delay	316
Offer did not apply as expected	286
Quality issue	204
Cropping issue	188
Photo book creation issue	172
Cancel account request	162
Unable to use promotion	157
Unable to close book	124
Damaged order	119
Blurry Image	117
50% off list price accommodation	108
Order not received - within ETA	105
Cancel account request	100
Expected additional accommodation	99

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Blurry Image	117
VividPics issue	93
Lost work	91
Unable to place order	90
Text issue	88
Feature not available	86
Password Reset request	85
Incorrect Address Accommodation	82
Subscription charges	75
Website issues	73
Charged even after cancelling the account	73
Credit card problem	68
Additional Charge	68
No tracking information	68
Spread layout issue	67
Edit order	51
Dark image	48
Printing Error	47
Cancel order	47
Poor Customer Support – Call	42
Confusion in applied promotion	41

Analysis of Resolutions

Our team works diligently to enrich the Data Dictionary and Library, which have the keywords most commonly used by the angry/upset customers. The contribution to the library is ongoing and we have a dedicated team within each project with hands-on experience of 5+ years. The Search Engine built in-house separates the sentences into grammatical components and parses the linguistic keywords. It then highlights the customers who need immediate attention from our task group.

Based on the searches above we assign around 100 customers to a task group. These are mostly leads, trainers or seniors with the below skill set:

- 1) Patience
- 2) Clear Communication Skills
- 3) Knowledge of the Product
- 4) Ability to Use "Positive Language"
- 5) Ability to "Read" Customers
- 6) Ability to Handle Surprises
- 7) Persuasion Skills
- 8) Tenacity
- 9) Closing Ability

