T: 03333 443 783
www.fmoutsource.com
enquiries@fmoutsource.com

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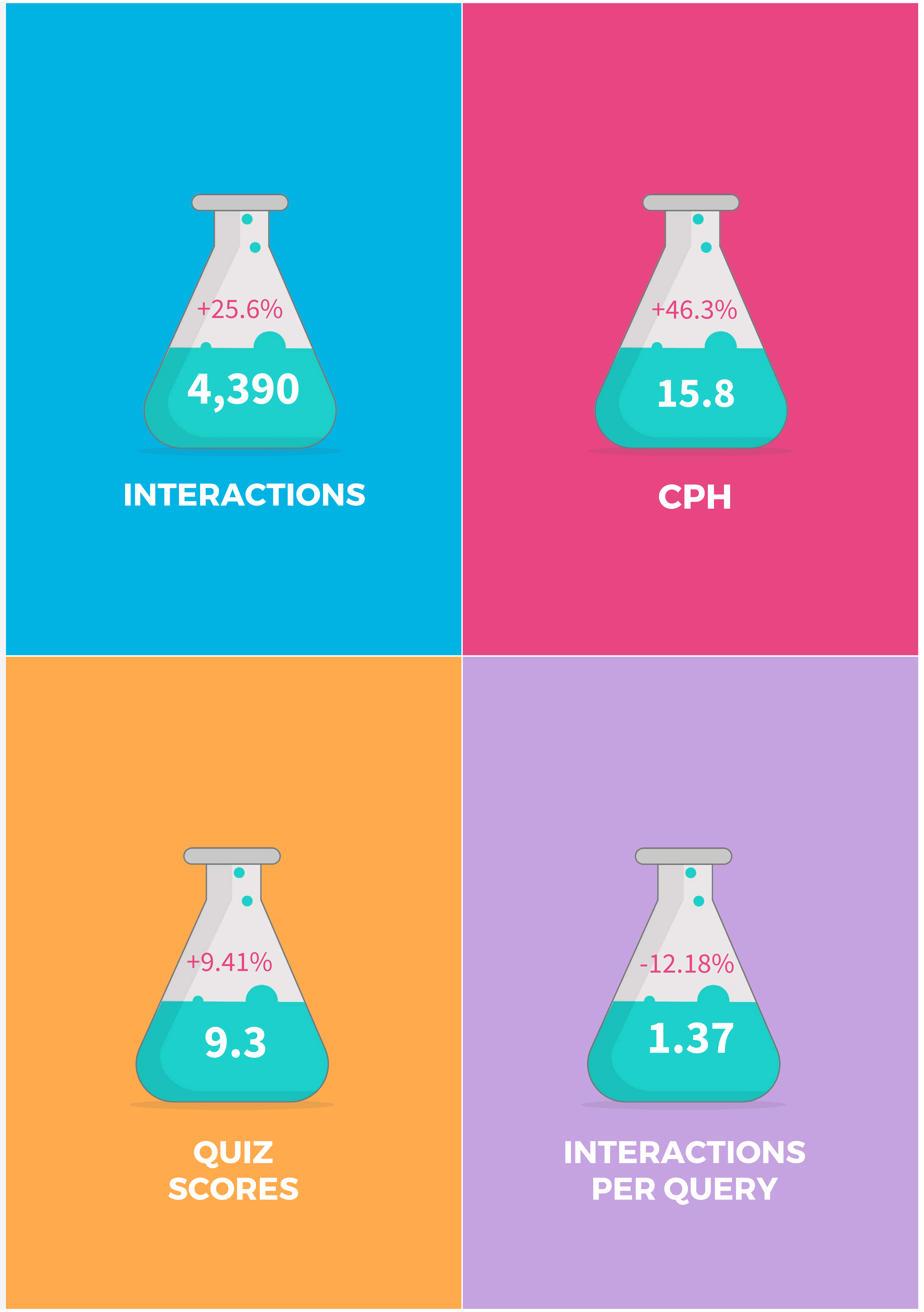
SAMPLE REPORT

Client: Anonymous

EXECUTIVE SUMMARY

Hey there! You're currently reading a sample report. Whilst the data and analysis samples are real, we've kept the client name, date period and industry anonymous to protect client privacy. If you're interested in asking our in-house analysts to run a one-off report like this for your operation, get in touch: enquiries@fmoutsource.com



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NAVIGATION

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CONTACT VOLUME

This section of the report is designed to help you keep a tab on your FMO team, and the **volume of chargeable interactions** we are handling.

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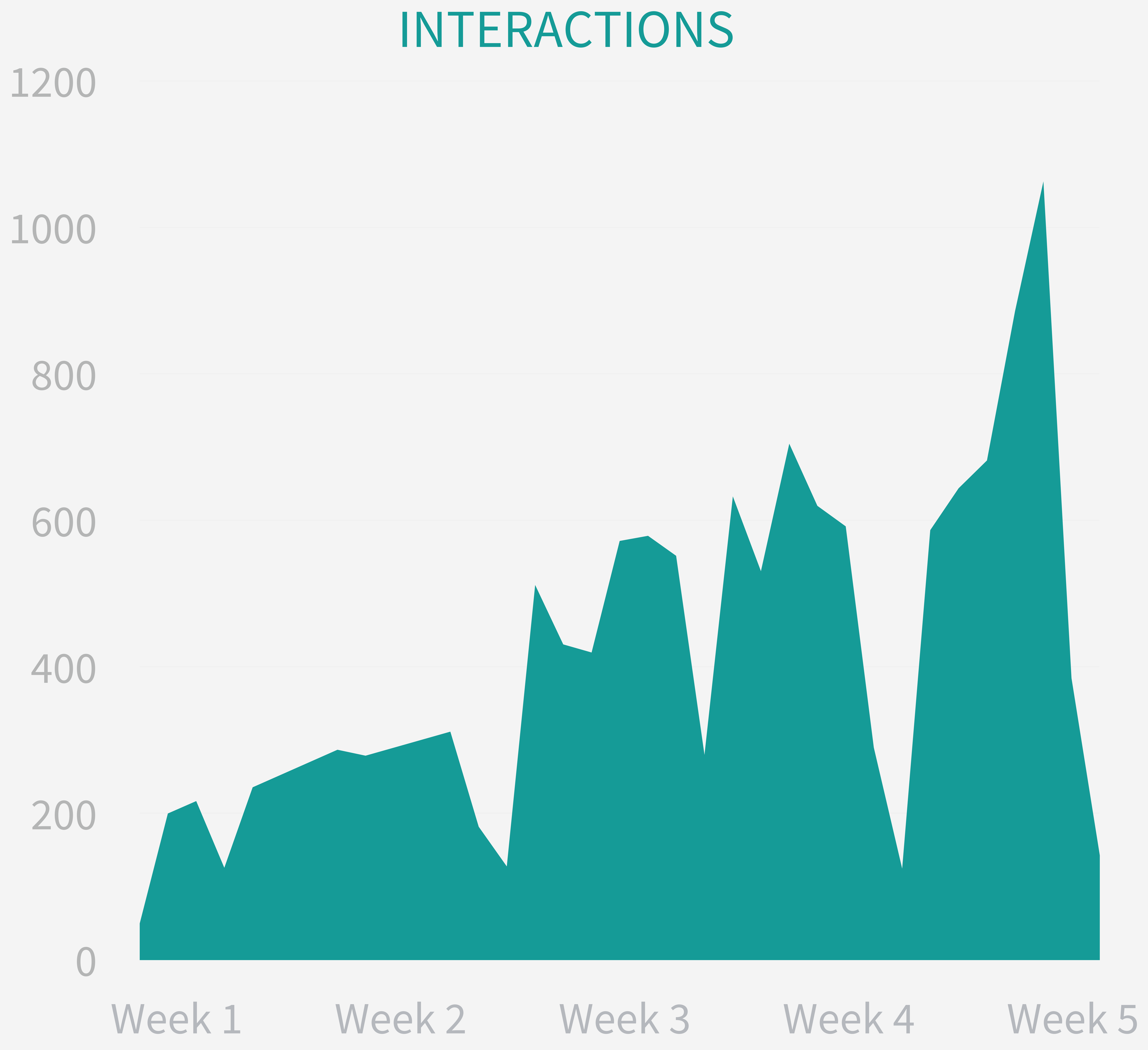
INTERACTIONS HANDLED

The contacts we're sending on a weekly basis continue to rise WoW. This week, we've recorded a **25.6% increase on the previous week** in total contacts being recorded (**3,496** to **4,390**). This reflects the agreed team expansion to help your internal team keep up with Christmas volumes.

Email has increased **+430%** since week 1. We have seen an increase of 25.6% within the last 2 weeks, due to an increased number of hours on the rota.

WEEK ON WEEK COMPARISON



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PRODUCTIVITY

This section is to help you understand how the team is performing. Whilst you're running on the cost-per-contact model, we know operational productivity can impact on your customers. We're sharing everything.

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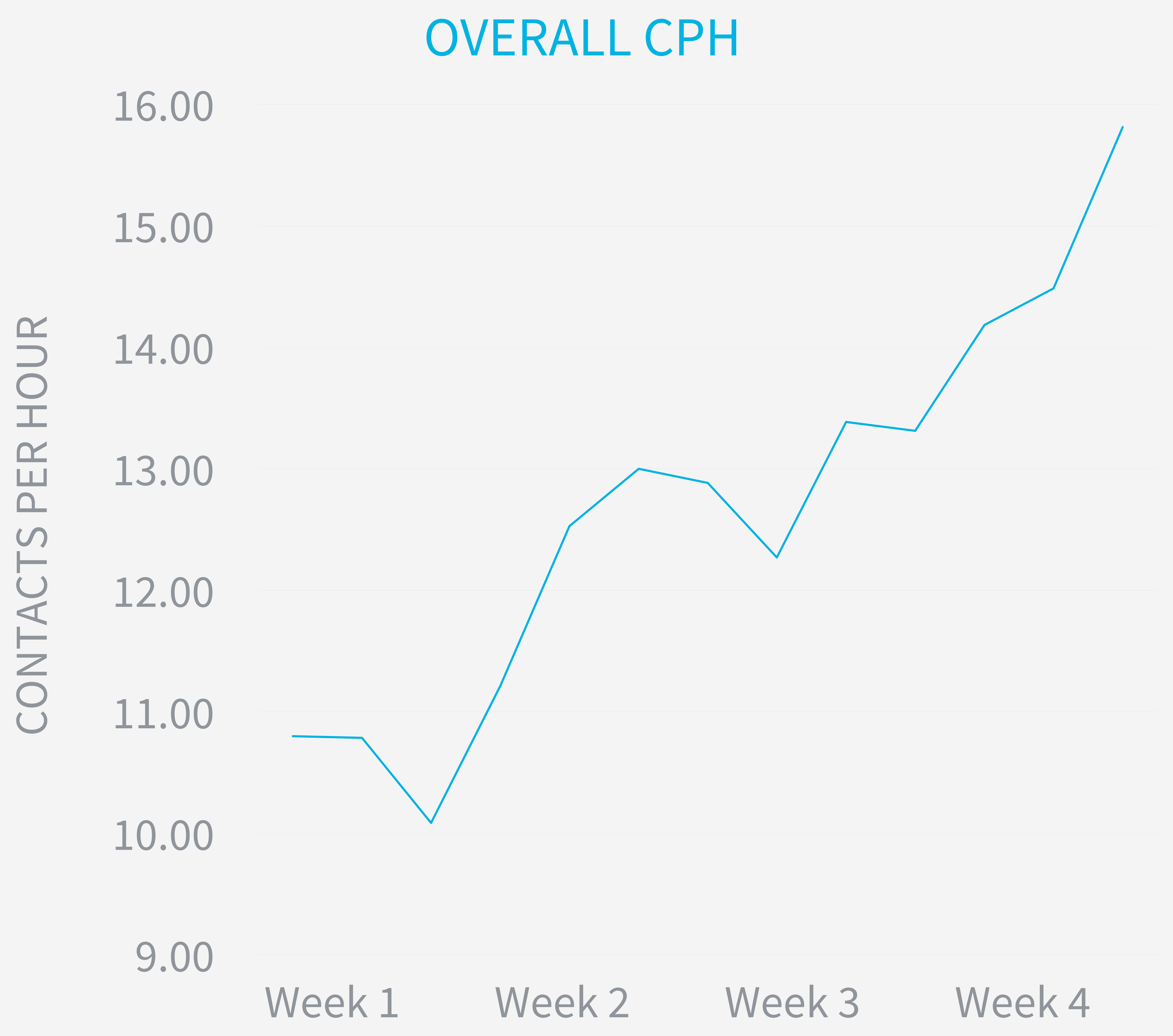
CONTACTS PER HOUR

We achieved **an improvement of 5 CPH** across the board, from improved processes and better software. This shift was also in line with **improved operator confidence** and quality scores.

This reduced the **cost per customer** by 33%, and improved the overall **contacts-per-hour average** by 14% to 15.8.

WEEK ON WEEK COMPARISON



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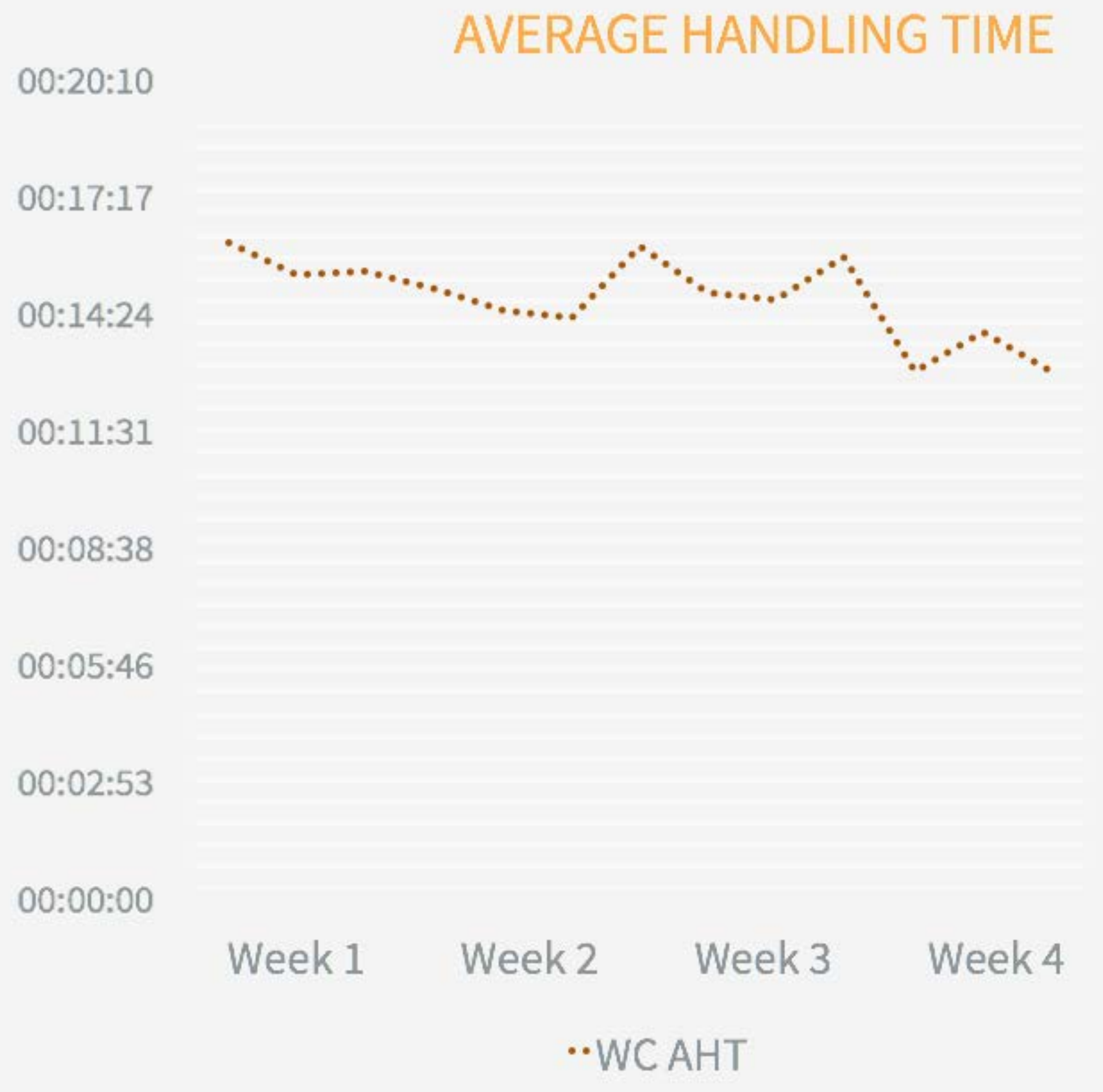
WEBCHAT HANDLING TIMES

The removal of the **webchat queue** caused customer wait times and **average handle time to decrease** by 00:02:20, creating a significant improvement in the overall customer journey.

The effect of this was that contact volumes to the fallback **'email us' queue was reduced,** meaning more customer queries were handled on chat without creating secondary email tickets.

WEEK ON WEEK COMPARISON



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EFFICIENCY RATE

We analyse sent messages and solved tickets per hour to get an estimation of **efficiency in the customer journey**. This reflects the number of interactions required for customer's to reach a resolution.

Resolution rate is calculated by dividing messages sent by solved tickets. We finished the week on average of **1.37 compared to 1.56** the previous week.

WEEK ON WEEK COMPARISON

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ROOT CAUSE ANALYSIS

This section is to help you better understand why customers are getting in touch, and how, so we can address pain points and focus on alleviating the big gaps in the customer experience.

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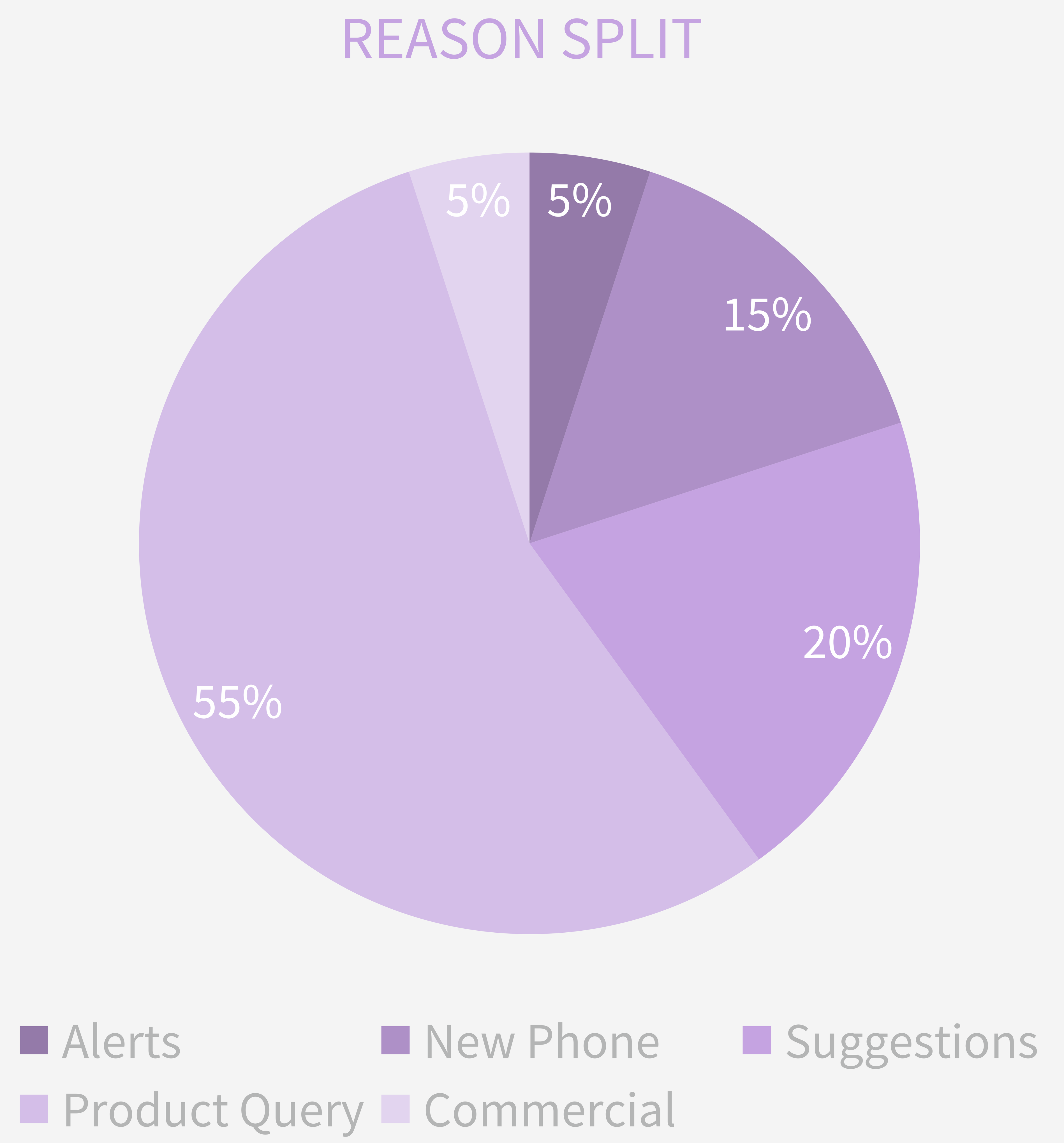
REASON FOR CONTACT

Using **wrap codes and reasons** left by operators, we can analyse the most common reasons for contact.

The largest source of queries is generically about the product, as expected. However, **15% are 'New Phone'** – this is when customers purchase a new phone and have **trouble syncing it to the product**. To reduce volumes in this area, we should consider **adding further information** to the website resources to help customers setup new phones.

WEEK ON WEEK COMPARISON



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QUALITY

Understanding how well operators are performing – product knowledge, customer satisfaction, internal assessment and more.

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QUALITY ASSESSMENT

Quality **scores are increasing**. This week we have seen an increase of 0.30% (83.70% to 84.00%). We are currently quality checking each operator **once per day.**

We have seen a correlating **increase in emails-per-hour**, which is a great result.

WEEK ON WEEK COMPARISON

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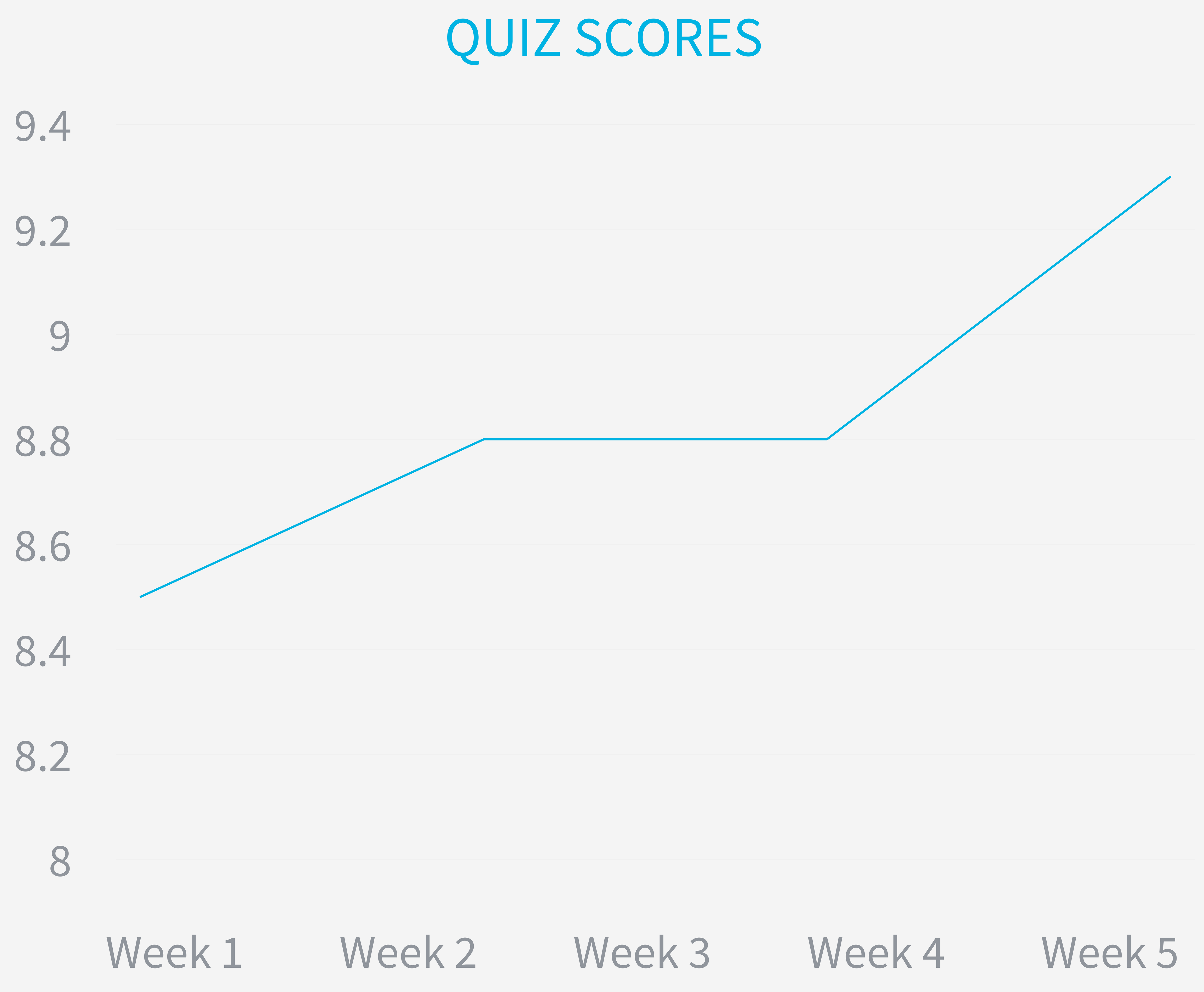
PRODUCT KNOWLEDGE

We release one quiz per week to monitor operator's product knowledge. The quiz score average this week has **increased by 5.6% to 9.3/10.**

The question that was incorrect most often was "If a customer from Australia has a faulty item, what should you do?" We have **rebriefed** the correct process, and will be running **training sessions** and **pit-stops**. It will also feature again in **next week's quiz.**

WEEK ON WEEK COMPARISON



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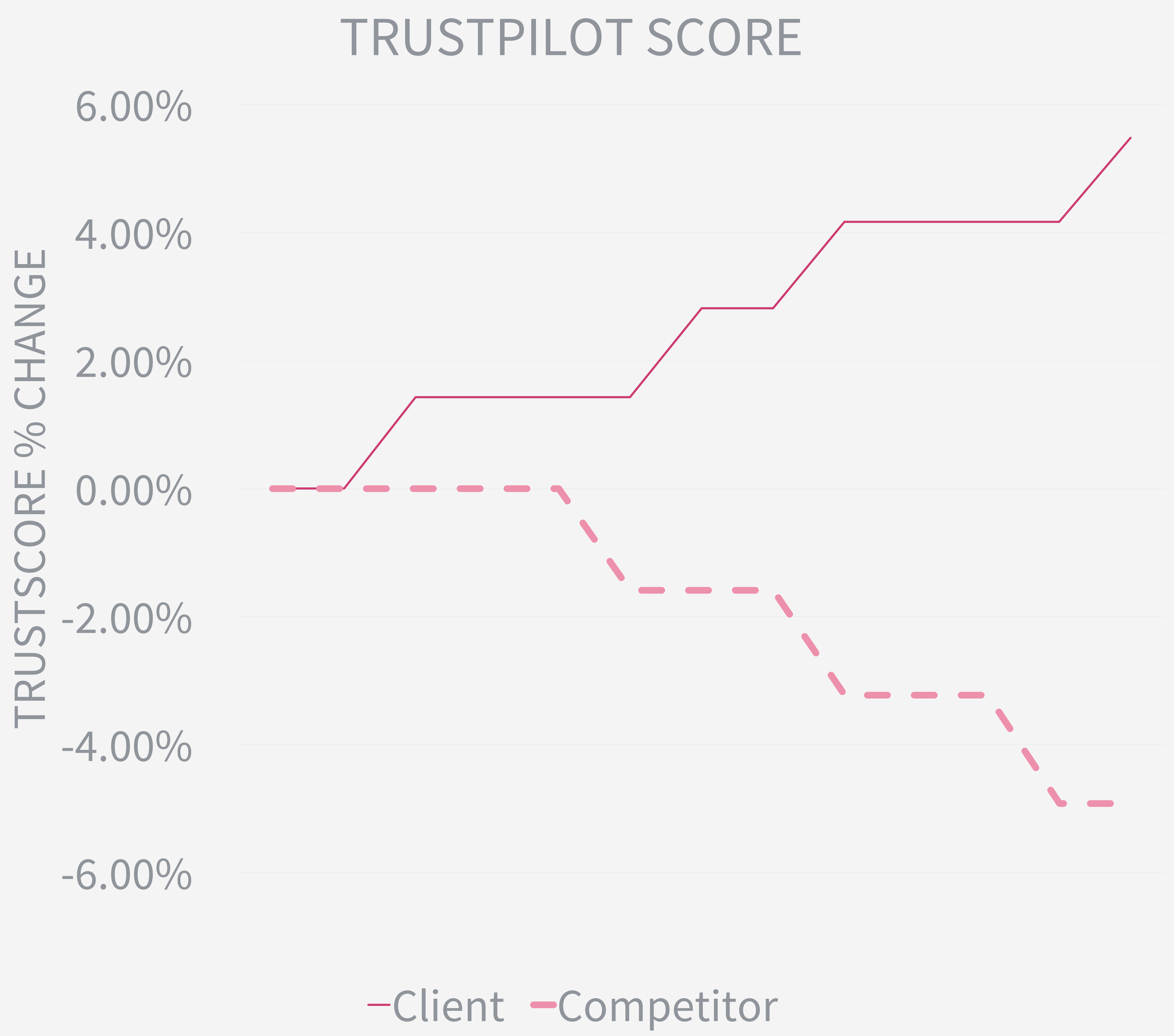
TRUSTPILOT REVIEWS

In the period graphed, we generated **thousands of organic TrustPilot reviews** and helped radically improve the Trustscore.

In the same time period, we saw a **direct competitor** trend in the **opposite direction**. In a sector where reputation and brand is a primary differentiator, this can have a huge impact on the bottom line.

WEEK ON WEEK COMPARISON



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AREA 51

In this last section, we'll share updates on our experiments, ideas to improve the customer experience, and competitor intelligence.

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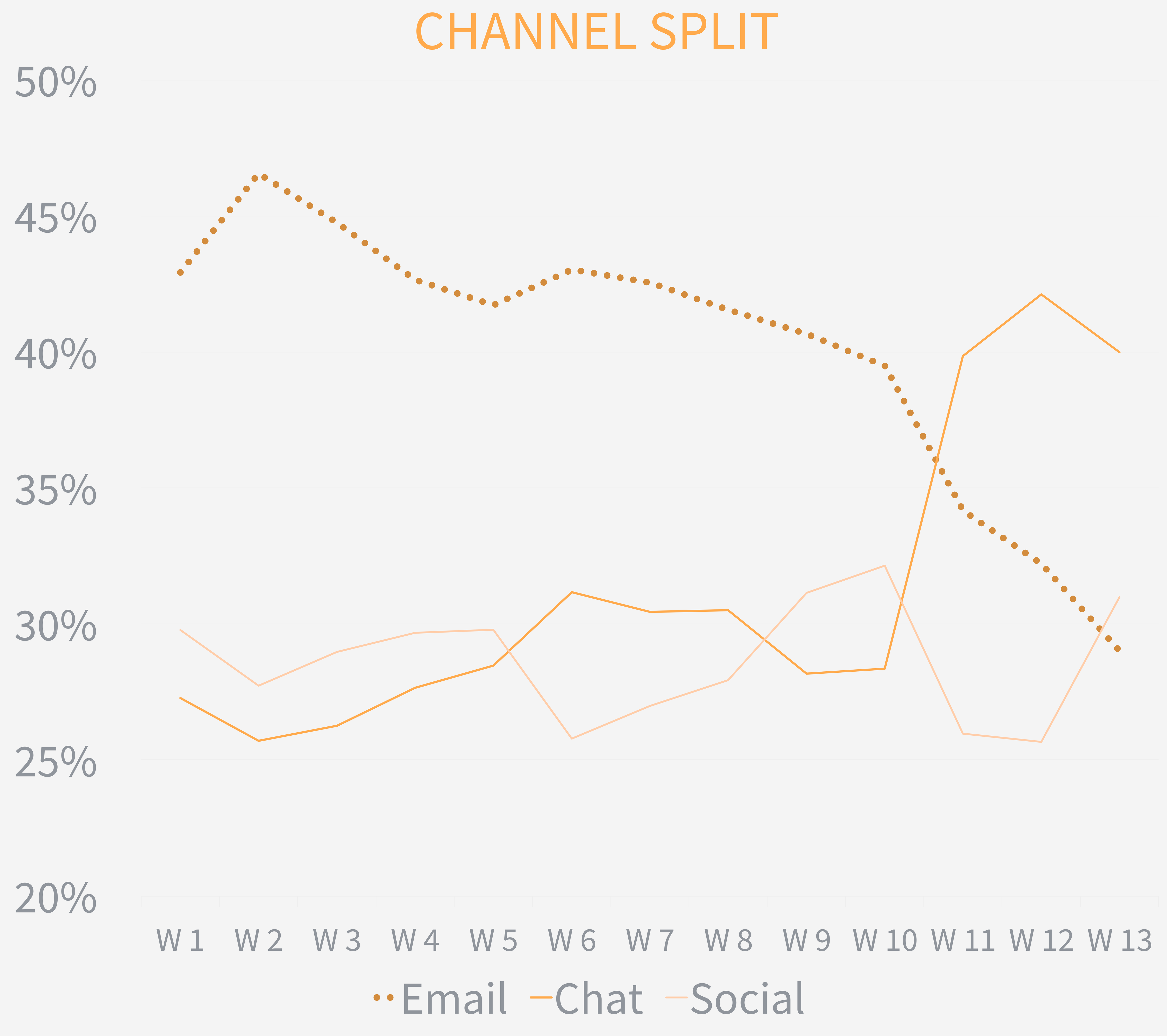
CHANNEL TRANSFORMATION

In the first 12 weeks of the channel shift strategy, we saw **gradual change** as consumers progressively chose newer channels, like **social media and webchat**, over traditional formats.

Making these **new channels more convenient** to the consumer was key – when given greater availability, **their preference** for chat and social was clear.

WEEK ON WEEK COMPARISON



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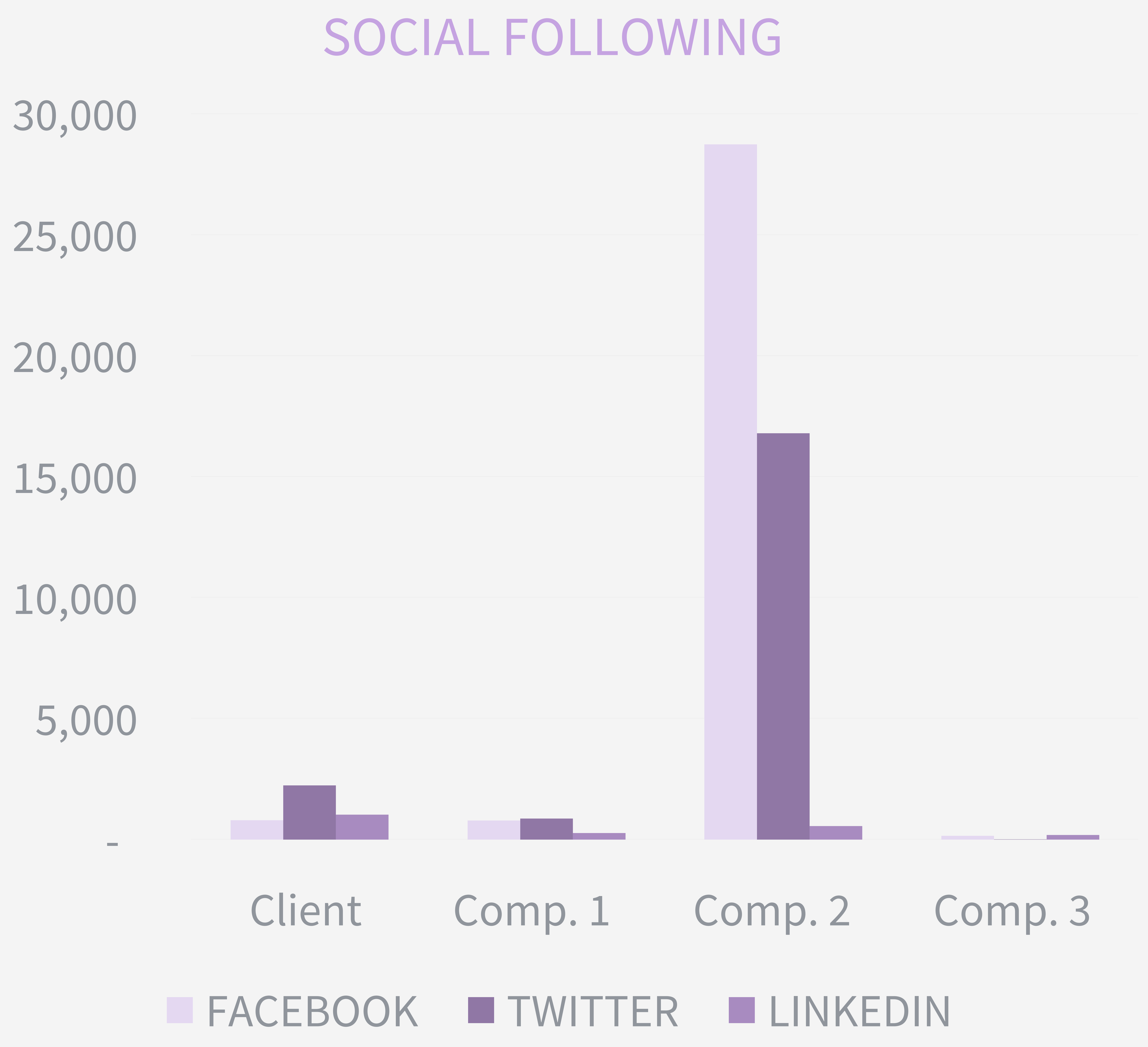
COMPETITOR RESEARCH

We conducted a sweep on social followings of [Client] and your closest competitors, to gain a better understanding of the **social customer experience.**

Comp. 2 was, by a clear margin, the **most popular** on social in terms of followers and engagement on posts. However, the **customer effort** required to achieve a response was high. **Comp. 1** was a much closer competitor in terms of providing a **positive customer experience** on these mediums.

WEEK ON WEEK COMPARISON



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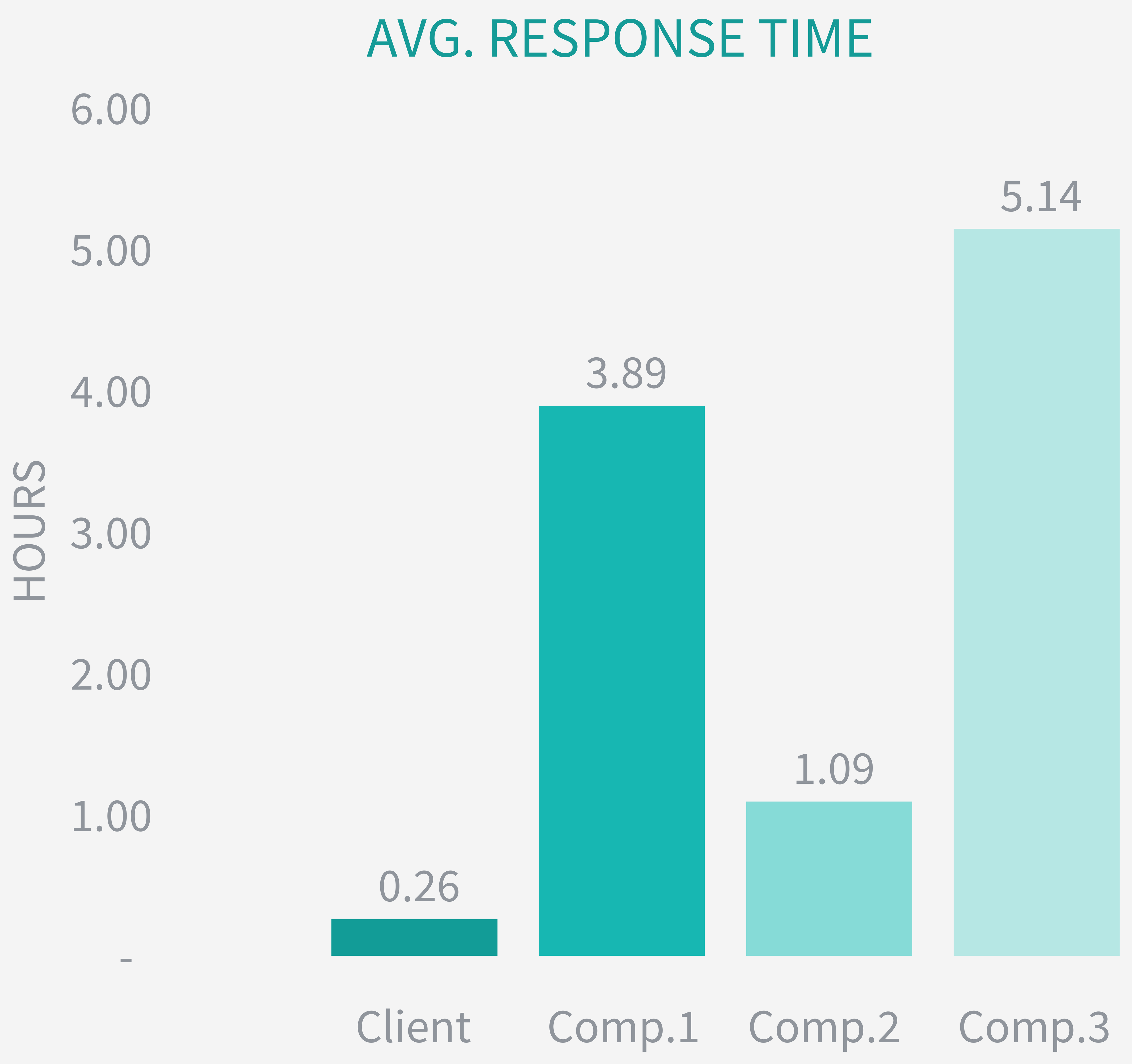
COMPETITOR RESEARCH

[Client] continues to be at the forefront of response times, with an average over the past 4 weeks of 0.26. The **nearest competitor** is Comp.2 at 1.09.

On average, we are performing **30% faster** than the primary competitors, whilst still maintaining an industry leading CSat and Trustpilot score.

WEEK ON WEEK COMPARISON



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03333 443 783 | www.fmoutsource.com | enquiries@fmoutsource.com

LONDON

FM Outsource
Eastgate House
16-19 Eastcastle St
London, UK
W1W 8DA

BURY

FM Outsource
Imperial House
79-81 Hornby St
Bury, UK
BL9 5BN

DUBAI

FM Outsource
Dubai South Freezone
DWC, Dubai
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