QMATIC

The Secret to Keeping Your Staff and Customers Happy

The Remarkable Simplicity and Impact of Qmatic Business Intelligence

Smarter is better.

Never forget that the customer experience (CX) is perceived and that you can do a lot to shape that perception.You might have a team of attentive, expert customer service representatives in place. You might have a seamless, sophisticated customer journey structure. But ultimately, your customers decide how well you've satisfied their needs.

If you could gather that input in real-time and use it to make continual adjustments and improvements, would you? Of course you would.

Qmatic Business Intelligence solutions make it possible.

Data is powerful. Analytics can be illuminating. Intelligence presented in a format you can use in realtime to fix problems, fill gaps, build efficiencies, and delight the people you value most? That's a game changer.

Done well, business intelligence (BI) answers your most important questions, measures and tracks what you need to know, and puts useful intelligence in the hands of your employees when, how, and where they need it.

From the moment they engage with you via phone, online, or in a local environment, your customers are a source of information about how well your people, processes, and brand are performing.

The mere process of gathering BI is a great way to give customers and employees a voice. When customers and employees feel heard, they're more likely to share useful insights. That conversation can strengthen the brand relationship. And what your customers and employees tell you can become a competitive advantage – you get smarter. And smarter is better.

Individually and combined, the statistics in your BI support agility. By making the analytics accessible to those who need it and applicable to the environment and customer base, you can make decisions, changes, and even predictions with great confidence.

Appointments

Plan around known volume and flow. Set expectations, provide efficient service, and minimize lost time and satisfaction due to no-shows, changes, and late arrivals.

- How many customers arrived late?
- How long did the customer wait?
- When and how early are appointments booked?
- How often are appointments changed or cancelled?
- Did the appointment exceed the time allotted?

Customer Feedback

Compare and balance factors like wait time to transaction time to elevate efficiency and customer satisfaction. Identify best practices at each point in the customer journey

- Was the wait time acceptable?
- How does customer satisfaction vary between locations, branches, departments, and services?

Delivered Service and Outcomes

Improve resource planning and customer satisfaction by aligning offerings with outcomes. Customize Business Intelligence dashboards to drill down into analytics and compare data against customer feedback for:

- Brands
- Categories
- Customer Segments
- Language
- Products
- Service Offerings
- Transaction Types

Transactions

Ensure queuing and waiting processes are fair, clear, and easy for customers and staff. Keep each point in the customer journey streamlined and reduce non-responses, department transfers, and repeats.

- How much time do we spend with each customer?
- How many customers are cherry-picked?
- How many people do not hear or respond when called?
- How many customers are transferred?
- How many customers neglect to take a ticket?

Visits

Improve customer visits and team productivity by planning around volume and transaction times. Understand what happened during each part of a visit to personalize follow-up.

- How does each kind of visit need to last?
- How much of a visit is spent waiting?
- Exactly what happened in the system during a visit?

Customers

Grow revenues by segmenting customer types to identify new prospects. Identify ways to adapt and personalize the customer journey to improve customer satisfaction and staff fulfillment.

- How many new customers do we have?
- How many unique customers do we have?
- Who are the customers?
- When and how often do they visit?

Staff

Support team efforts, abilities, and productivity with insight into individual employee performance.

- Who saw which customers?
- What processes were used/not used?
- Who removed customers from the queue?
- How satisfied was each customer with the individual(s) who helped them?

The Business Intelligence Process

GATHER DATA These are the details you gather at each step in the customer journey about issues and interactions.

CREATE ANALYTICS The story that forms from data points collected. They help to benchmark the impact of your efforts.

ENGAGE INTELLIGENCE Employ quantitative facts and qualitative insights in real-time to produce a result.

There's a wide spectrum between a great customer experience and a dismal one. The difference exists in the intelligence and analytics you gather, and how you put them to use.

Qmatic BI solutions reveal what your customers want most and help you give your employees what they need to satisfy those desires quickly and accurately. Our Orchestra ecosystem integrates with every piece of your customer journey to produce accurate real-time data about how well your operations are working.

This is a real competitive advantage. Learn more and start improving your operations today.

The simple secret to business intelligence success is to give your customers a way to offer input about their experience, and give your employees access to insight that informs confident, on-the-fly decisions.

Qmatic is the global leader in customer journey management technology solutions and insight. We help organizations to integrate online and onsite engagements. The result is experiences that improve business, support employees, and delight customers, patients and citizens. We are committed to Keeping the World in Go!™

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