

LEVERAGING USER FEEDBACK

TO ELEVATE THE CUSTOMER-SERVICE EXPERIENCE

A technology company needed a modern system for capturing feedback to drive process improvement



CHALLENGES

- The company needed a better system for capturing user feedback on its financial tools and satisfaction with customer service.
- It also lacked the ability to capture positive comments that have a motivating and rewarding effect on employees.
- The ticketing tool previously used was not capturing customer satisfaction surveys in a desired way; the percentage of submitted feedback was low, especially for dissatisfied results – which are crucial for identifying how support analysts can deliver a better customer experience.
- User details were absent in the feedback, making it difficult to ask questions to understand their rating and how to improve the service.
- The ticketing tool sometimes generated incorrect feedback surveys, resulting in wrong NSAT (net satisfaction) scores and false conclusions about the performance of support-desk projects.

Industry: **Technology and finance**

Location: **North America**

Technology and services:
Microsoft Dynamics 365 Customer Voice, Power Platform, SQL Server, Azure Cognitive Services, Power BI, and Power Platform



SOLUTION

- Capgemini built a custom solution using Microsoft Dynamics 365 Customer Voice and text analytics within Azure Cognitive Services, integrated with Microsoft Power Automate and SQL Server.
- Allowed user details to be captured in reports along with additional comments when users submit satisfaction surveys
- Using Power BI, the reports provided better insight into which areas, tools, and topics were more vulnerable to negative sentiment.
- Developed SQL audits for monitoring feedback surveys to identify negative sentiments along with a process where SMEs could analyze alerts and take corrective actions, either by reaching out to users to resolve issues quickly or educating support analysts on better ways to assist them via emails



RESULTS

- The custom solution replaced the ticketing tool and provided a superior system for capturing user feedback and gauging satisfaction.
- The feedback with comments feature enabled analysts to reach out to users – who were now identified – to understand the reasons for a poor experience and determine corrective actions.
- Better overall insights helped the support analyst team prioritize improvements based on urgency and solve known issues quickly, reducing the number of service requests received and improving satisfaction with the service.
- The customer service team could now receive and review positive feedback – boosting motivation through recognition.
- More reliable NSAT scores better reflected the quality of service provided.

For more information, please click the below link:

<https://www.capgemini.com/us-en/about-us/technology-partners/microsoft/>

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