



## **Customer Experience Benchmark Report**



Mercury Customer Management, the company that produced the data for the monthly Customer Experience Spotlight article in CCF magazine, now produces the Bi-annual Customer Experience Benchmarking report.

We are inviting companies to subscribe to a bi-annual report that benchmarks your front-line sales contact centre team against a minimum of 20 other companies sales contact centres.

With the data for each report coming from a robust sample of mystery shop calls made during the previous two months, this report provides an accurate and current view on how your contact centre sales experience compares with that of your key competitors.

Benchmarking in any business sector is a powerful tool for assessing the quality of service being delivered by your front-line teams, who are responsible for the all-important initial contact with your prospects and customers. This report will raise awareness about the performance, relative strengths and weaknesses of your team measured against comparable organisations.

Mercury believes that the most effective method for measuring the quality of real-time service delivery is by experiencing it first hand. Mystery shopping is a powerful way of achieving this, as we come into direct contact with your frontline sales staff using realistic scenarios they encounter on a daily basis. A sample size of 20 mystery shopping calls per subscribing organisation will be included in each benchmark report. These calls will then be assessed against our best practice sales call handling scorecard.

The analysis included within the final published report will present our subscribers with a unique opportunity to see just how their sales contact centres are performing in comparison to other similar organisations and key competitors. Note that detailed results and recommendations will be available exclusively to subscribers.

This information can then be used to drive specific improvements in customer experience and sales effectiveness by focusing resources on those areas of the contact centre delivery that will have the biggest impact. In addition to this, learning from the benchmark report can drive your continuous improvement strategy, a critical requirement for companies in today's economic environment.

Benchmarking has been proven to support sustainable quality improvement within organisations by:

- identifying best practice across contact centres
- giving companies a greater understanding of the 'bigger picture' in which they operate
- helping our clients to gain confidence in applying new approaches within their own contact centres

We appreciate that this is increasingly important in a climate where competitive pressures are driving operational changes.

Our offering is unique in two ways;

1. Firstly, each benchmarking report will provide you with valuable information on your customer experience and sales effectiveness, without consuming precious management time and resource (as the benchmark will be completed with no need for involvement from your organisation).
2. Secondly, we will provide impartial, third party analysis and comment regarding the sales effectiveness and customer experience being provided by your front line staff with recommendations for improvement.

An annual subscription to two Customer Experience Benchmark reports is available for £1,995.00 + VAT.

We also recommend that all subscribers have one meeting a year with Mercury's consultancy team, in order to review and discuss the results and recommendations for development of your customer experience and sales effectiveness. We are able to offer these two hour review meetings for an additional £575 + VAT for annual subscribers to the benchmarking report.

Mercury's management team have extensive experience working with a wide range of companies. We work across all industries setting up, auditing and improving contact centres, managing organisational change programmes, developing quality frameworks and quality strategy, training, coaching and providing other contact centre services.

The Mercury team has been delivering customer management and contact centre services to a broad spectrum of clients and industry sectors since the mid-1990's. We have extensive hands-on experience as contact centre practitioners, customer management consultants and quality experts, rather than just theoretical knowledge. This means that you can expect usable and practical general recommendations for improving your customer experience and sales effectiveness within your bi-annual reports.

# Frequently Asked Questions

## What will I get in return for my subscription?

- A biannual report detailing your contact centre's customer experience and sales effectiveness performance, broken down by four key stages of every call (Welcome, Discover, Advocate, Close).
- Comparison within this report of your centre's performance compared to the average scores and showing how each of the 20 (minimum) companies featured in the report have performed.
- The option to nominate three other organisations that you wish to be mystery shopped (against whom you particularly wish to be measured). These organisations will then appear in the benchmark report.
- Copies of sample call recordings, captured during interactions with your agents
- A subscriber discount of 20% off Mercury's industry leading training and consultancy and external quality measurement services.

## What benefits will I get from subscribing to this service?

- Impartial analysis of your current level of customer experience and sales effectiveness, carried out by an expert third party organisation.
- Practical recommendations for improving quality and performance.
- Detailed view of best practice across at least 20 companies in your field of business.
- Greater understanding of the 'bigger picture' in which you operate and how your centre compares.
- Confidence to apply new approaches within your own contact centres.
- Information that can help to drive your continuous quality and performance improvement processes

## How many calls is the report based on?

All subscribers will have their reports based on a minimum sample of 20 calls made into their contact centre in the month preceding report production.

## Will the reports show trends in my contact centre's performance over time?

Yes! One of the key benefits of ongoing benchmarking is that results will show trends over time, giving you a comprehensive and ongoing view your own customer experience and allowing you to make a real impact in terms driving real performance improvements.

## What is the minimum initial commitment?

You can purchase a subscription for one year at a time covering two reports over a 12 month period.

## How much will it cost?

An annual subscription to two Customer Experience Benchmarking Reports is available for £1,995.00 + VAT.

## When do I need to make payment?

When you confirm in writing or by email that you wish to subscribe to the report, you will receive an invoice and your contact centre will be included in the next scheduled benchmarking report after your payment is received (or sooner by arrangement).

## How do I subscribe to the service?

You can sign up either by calling us on 01276 590059 or by e-mailing [toni.herridge@mercury-cm.co.uk](mailto:toni.herridge@mercury-cm.co.uk) and we will call you back.