

Hot Alerts: The Lifeblood of Any Robust Customer Feedback Programme



ACT FAST!

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Why Hot Alerts?

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou

There are only so many customer interactions or “moments” where we can affect the feeling a customer has toward the brand. Unfortunately, not many organisations get it right all the time. In those “moments” when something has gone awry, organisations have an opportunity to help that customer feel much better about their experience and endeavour to turn a negative into a positive.

What is a Hot Alert?

In the same way as hazard lights on a car tell you to slow down, a fire alarm tells you to leave a building, or a notification on your phone reminds you to do something, a Voice of Customer Hot Alert tool tells you when you need to **take action quickly** with a customer.



Hot Alerts are predominantly used when a customer is very unhappy with their experience with your organisation and may be on the verge of defecting. But Alerts can also be used to inform you that a customer is expecting a response from you or wants to pass on positive feedback to be shared internally.

In addition to these kinds of major issues, Hot Alerts can be very effective at ‘nipping problems in the bud’. Taking action with customers early on when problems can be resolved more easily can be extremely cost effective. Analysis of customer feedback can identify the early stage issues that escalate into the bigger – more costly – problems down the road.

The next steps are to make sure that your staff are closing the loop effectively and acting on the Alerts when they receive them in a timely manner.

In a nutshell, Hot Alerts inform the right person in real time that action needs to be taken. They are the lifeblood of any Voice of Customer solution.

Examples of real customer feedback

“100 days taken just to prepare a set of documents in order to transfer my Policy, which now has a value of more than £440 LESS than originally offered. That’s dreadful then you offer just £50 in compensation, that is appalling so I have NOT signed the transfer document, have instructed XX to hold back with the transfer, logged a complaint with yourselves & spoken with the Ombudsman in order to seek a better result.”

“I’ve been trying to get new windows for nearly 8 years now and it’s not happened, it’s just upsetting and not getting anywhere, it’s a complete fire hazard my house is at the moment and I have no way of escaping.”

“Your service team was the friendliest automobile service team I’ve ever experienced! I also loved the virtual service video of my car that was texted to me so I could see exactly what was going on, brilliant idea!”

“I got very upset and said that I will sue your company and he told me to leave immediately. So I left. I consulted my lawyer and we immediately found the car you sold me was a rental! This information was not disclosed at the time of sale and constitutes, at minimum a misinterpretation, and potentially fraudulent misinterpretation.”

10 reasons why you should adopt a Hot Alert tool

1. In those “moments” of interaction, Hot Alerts enable you to improve customer satisfaction, quickly
2. They help you meet and exceed customer expectations
3. They enable you to respond before customers broadcast their dissatisfaction to their family and friends (either in person or via social media)
4. They enable fast action which prevents customer defection / abandonment. Fast action can generate a large amount of goodwill from an unhappy or disappointed customer
5. They can help you save money by taking action before issues incur costs, e.g. legal matters
6. They provide an opportunity for you to personally engage with a customer which helps build emotional loyalty
7. They help uncover key pain points for customers during their journey with your brand
8. They enable you to understand early on which parts of your process aren't working and which parts of your product or service are failing. Use this knowledge to stop these issues recurring on a larger scale
9. An automated, real time, contextual Hot Alert tool enables issues to be routed to the right person to resolve an issue.
10. Finally, a Hot Alert tool can transform your customer feedback programme into a closed loop system. Acknowledging and thanking customers for their feedback should be part of any robust VoC programme.



Hot Alerts delivering ROI in practice

Nearly all Feedback Ferret clients have Hot Alerts as part of their customer feedback programme. It is the most powerful function of text analytics in driving rapid return on investment.

Automotive Client A

Client A receives 15 separate Hot Alert 'queues' each day from the Feedback Ferret platform, based on the previous day's data received and processed. These are automatically routed to the call centre CRM, either for action by the call centre agents or for onward distribution to dealers for action. These Hot Alerts are based on a combination of topics (such as product issues, communication, advice, fees, suggestions etc.), sentiment scores, rating scores, dates, source data, and more.



Automotive Client B

Client B receives daily Hot Alert reporting – the "Rattles & Squeaks Report" – based on topic extracts from multiple customer feedback channels, where any manufacturing or component parts may be at fault. The report is uploaded to their manufacturing system to identify the history of that vehicle based on the VIN while in manufacturing, and the data drives a continuous root cause analysis process to improve product quality.



Holiday Client C

Feedback Ferret sends real-time Hot Alerts direct to Client C's on-site, local couriers. The Alerts are sent to the couriers direct and ONLY relate to issues concerning their own site and where the issues can be resolved by the courier, e.g. cleanliness, accommodation equipment, site facilities, etc. After all, there is no point in the frontline courier being told about a complaint relating to the price of a holiday or the location of their site as these issues are beyond their control. The couriers also have access to the online Feedback Ferret dashboards so they can drill down and see more details of any complaint if they need to.



Energy Client D

Client D wants to reduce the costs of legal issues. Hot Alerts are set up to inform the client of any feedback relating to legal / Ombudsman matters. The customer service department contacts all these customers – most of whom are extremely unhappy and threatening legal action. They talk to them, empathise with them and endeavour to resolve their issues before they escalate to ombudsman level. Ombudsman cases each cost \$2,000+ to fight, but the Hot Alert tool has helped reduce these costs significantly and increase customer satisfaction levels.



Piers Alington, our CEO, sees the effect Hot Alerts have in practice:
"Hot Alerts are one of the most sought after and valuable reporting tools in our product range and are used by nearly all our clients. They bring real value to a VoC programme because they help win customers back into the fold. Hot Alerts often pay for the entire programme in terms of the return on investment they deliver."

Features of a robust Hot Alert tool

To implement a robust Hot Alert tool, here's a list of core features that will give you the best chance of taking action to resolve customer issues quickly and effectively:

Surveys with context

To be able to follow up on customer complaints and issues, you need surveys or feedback forms that have two things: verbatim comments that explain the issue (rather than just scores) and the customer's name and contact details.

Correct Hot Alert set up and configuration

Consideration needs to be given to WHAT you want to be alerted about. Is it the topic customers talk about, the scores they give, the type of customer they are, the product they buy, the campaign you are running? Who will respond to which alerts? Take the time to get this right and review and revise the criteria according to your business needs at any given time.



Real time analysis

To resolve issues in a timely fashion, customer feedback comments must be analysed immediately, not days or weeks after the event. Automated text analytics is one of the best tools to enable this. Once the comments have been analysed, Hot Alerts need to be sent to the right person in real time. Don't miss the moment!

The right alert mechanism

Hot Alerts can be communicated via several different means. Depending on where your teams work, the hours they work, the severity of issue, you might need to use different mechanisms for different people. Hot Alerts can generally be sent via email or SMS, they can be delivered via a stand-alone dashboard, or they can be routed by API to your own CRM system. Whichever mechanism you use, the key is to ensure action is taken and Hot Alerts are not ignored!



Evaluating your Hot Alert process

Once you've invested the resources in setting up your Hot Alert programme, you need to ensure its paying dividends:

- Check that action is being taken on Hot Alerts. You should be aiming for 100% response rate on negative Hot Alerts as a bare minimum.
- Check that the response time is acceptable. Ideally, customers should be contacted within an hour of you receiving the Hot Alert.
- Find out whether unhappy customers have had their issues resolved and are now happy customers. Monitor their buying behaviour – have they returned to the fold as a loyal customer?
- Make sure you monitor the Hot Alert topics to ensure the root cause issues are identified, rectified and monitored for quality.

If only this LPG supplier had a Hot Alert tool...

My house has an LPG gas tank and as soon as it hit the 30% level, I placed an order for a refill. Ten days later, there was no sign of my gas delivery.

I called, waited 20 minutes on hold to be told my delivery hadn't even been scheduled. I'm irritated. Don't worry, they said, we'll phone you back with a delivery date.

No call back. Another 40 minutes on hold, an apology and another promise to call me back with a delivery date.

No call back. By now I am furious. My gas tank is down to 8% and I'm fed up of these people making promises they can't keep.

I phone again. Yet another very long wait in the queue. Still no delivery date and no call back. I blow a gasket.

I fire off an email, send an angry Tweet, message them on Facebook and, just for good measure, leave them a voicemail.

Finally, I get a call back with a delivery slot just in time before the tank ran dry. But I vowed "never again" and will be using a different supplier next time.



Hot Alerts are an incredibly powerful tool and could have saved this LPG supplier from losing this customer. Hot Alerts bring real value to a customer feedback programme because they help win customers back into the fold.

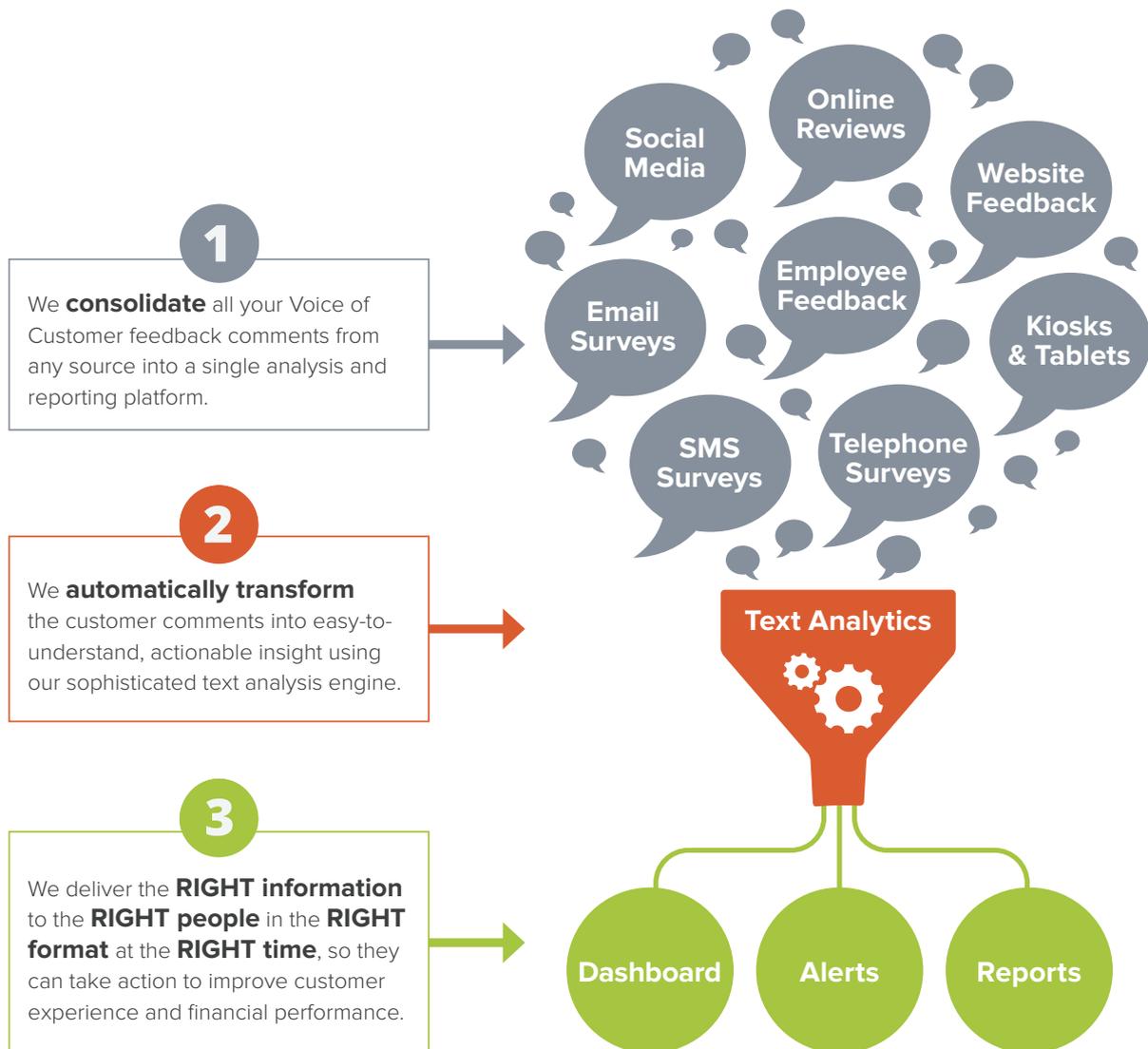
Being able to identify that "moment" before a customer's gasket blows is crucial to keeping customers happy. Responding to complaints in a timely fashion makes customers feel valued and they often pay for the entire programme in terms of the return on investment they deliver.



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Feedback Ferret

Using text analytics, Feedback Ferret transforms customer feedback comments into actionable insight. We make it easy for you to improve your customer experience.



All our technology and services have been developed by, and are operated by, Feedback Ferret Ltd. The technology is our own intellectual property, designed specifically to address the needs of extracting insight from customer feedback.

For more information visit:
www.feedbackferret.com