



ConstantCare - A Case Study

This is a case study of our first **ConstantCare** customer, who we'll refer to with the fictional name of FMCG. FMCG is a well known New Zealand company which receives an average of 500 consumer service calls each month.

Initially deployed to cover after hours calls and overflow, the introduction of **ConstantCare** made such significant improvements to FMCG's consumer service that it extended the use of the **ConstantCare** solution to cover **all** its frontline consumer feedback calls, 24/7.

Background

FMCG has high expectations of its products and values the strong relationship it has with consumers. It takes consumer feedback very seriously, and works hard to resolve any issues.

Before adopting **ConstantCare**, FMCG employed consumer service staff with a high degree of knowledge about the products. These staff were able to answer questions, resolve issues, and even work through any process issues with the factory.

The Problem

While FMCG's approach gave it an excellent level of consumer service, the service level was not consistent. When staff members were unavailable to take calls, or consumers were calling out of office hours, callers were put through to voicemail or reception.

Receptionists were able only to take a message and pass it on. FMCG knew that voicemail also sent out the wrong signal: the perception among consumers is that sending them to voicemail meant it didn't really care.

The other issue with voicemail was that at least 4-5 items of information were required to resolve a consumer call. Very few callers were able to include all the necessary information in their message, and it could be difficult and time-consuming to arrange a convenient time to phone them back.

FMCG were also aware that many consumer service issues arise after hours. Making consumers wait until office hours to report an issue meant that many consumers would not make the call at all, and the opportunity to put things right was being lost. While desirable, operating a 24x7 feedback line with knowledgeable staff was simply not affordable.

Key Details To Resolve a Call

- Name and contact details
- Product name, flavor & size
- Where product was purchased
- Best Before date or Batch Code
- Nature of the problem.



The Solution

By using **ConstantCare** to answer calls, FMCG was able to ask the caller a structured series of questions – ensuring that all information required to resolve the call was captured.

ConstantCare logs all the details of the call on the website, and also emails a transcript of the call directly to the consumer care team

The email contains links to the call on the BigEars website, and to the audio recordings of the caller's responses.

FMCG's consumer service team were able to see at a glance all the details they needed to resolve the call. If necessary, they were also able to listen to individual responses to assess the caller's tone.

Results

FMCG has now been running **ConstantCare** for a year, and is delighted with the results.

ConstantCare enabled FMCG to answer all consumer feedback calls instantly, 24/7, and to resolve 95% of calls within one business day.

ConstantCare has revolutionised the company's consumer feedback process, freeing up 70% of the consumer services team for focussed Q&A work

Offering a 24/7 service means that FMCG now get many calls that they were missing before, which is great for their brand.

Initially, FMCG intended to use **ConstantCare** only for after-hours and overflow calls. The benefits and results were so impressive it quickly moved to having **ConstantCare** handle all its frontline consumer feedback calls.

If you run a consumer feedback line for your product, contact BigEars to find out how simple and easy it is to start benefitting from **ConstantCare**.

Web: www.yourbigears.com

Email: sales@yourbigears.com

Phone: +64 4 4994743

Here's what FMCG have to say.

"ConstantCare means we can structure our day –deal with calls in batches, instead of being interrupted whenever a call comes in. This makes it possible to focus and be far more productive."

"We have surveyed our consumers, and were pleased to find that our new process is well received. It is simple and efficient. We've found that it is results that count with callers –not whether or not a person answers the phone."

"ConstantCare has improved the morale and job satisfaction of our staff –focusing our efforts on getting a great outcome for the consumer is far more rewarding than "taking the heat" on the initial call."