

KINETIC SURVEY



Enterprise Feedback Management System CUSTOMER APPLICATION

Call Scripting extends the value of Kinetic Survey with an easy way to expedite helpdesk calls, ensure consistency and leverage cross-selling opportunities. Often an untapped feature of Kinetic Survey, Call Scripting enables you to create easy-to-use pop-up call scripts for employees in organizations using BMC® Remedy® Action Request System®.

ROI achieved in less than four months with just two product lines!

The Problem:

The 100-agent product helpdesk of a diverse company handles calls for a wide range of products that require extensive product knowledge as well as sophisticated communications skills. The company was looking for a way to resolve issues faster, eliminate call-backs and transfers, and identify sales opportunities.

The Solution:

Kinetic Data's Call Scripting improves problem-solving and enables customer service representatives to generate increased revenue. Built into Survey Enterprise Feedback Management (EFM), which the company already used, Call Scripting provides agents with detailed, context-sensitive product information to help avoid callbacks or the need to transfer inquiries to specialists. It also provides phrases and prompts to help agents

recognize sales opportunities.

Kinetic Data helped the company create a flexible "script" for agents to test on two product lines of ergonomic office equipment. Agents must complete required fields before they can proceed to the next question, ensuring that Faulty Product Reports are comprehensive for accurate problem resolution. As a result, the company significantly reduced call-backs and shortened service calls.

Questions inserted at specific points in the customer interview zero in on how the customer is using the product. The answers help agents more easily identify an opportunity to discuss a related product that might better serve the caller's needs.

Transition statements and phrases inserted as responses to specific statements and complaints make agents comfortable

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as they enter sales territory. Examples include: “I noticed that,” “Something you said made me think,” and “May I tell you about something I think could help you?” Agents can click on a list of key words that a caller may use, which connects agents to suggested responses for pursuing a potential opportunity. The script also features links to product pictures that agents can email to interested callers.

After completing the Faulty Product Report, agents are able to complete the sales transaction without transferring the customer to anyone else.

Beyond customer information, the Call Scripting module also captures information from customer-agent conversations that provides helpdesk management with real-time insight into trends, training needs and other areas. In essence, Kinetic Survey is a framework for creating future call scripts for a variety of customer interactions. Kinetic Data also trained survey managers to create call scripts that yield the desired results.

In four months, the company generated \$100,000 in revenue from its pilot program with just two product lines, and it is continuing to evaluate and expand the program.

Agents transformed service calls into \$100,000 in sales.