

Neopost

Opportunity

As a leading worldwide supplier of mailing solutions, Neopost operates in 29 countries with annual sales exceeding €1 billion. The company's inside sales team makes up 75 percent of its 142-seat UK contact centre, which delivers sales through service as well as consumables and office products. The remaining 25 percent is comprised of the customer service team, which provides technical, account, and finance support to existing customers.

With traditional mail service increasingly being replaced by electronic communications, Neopost sought to drive business growth and increase market share by enabling its staff to provide a superior customer experience. The company recognised that it needed to make a substantial investment in technology to create the enhanced experience it envisioned.

Neopost wanted to become even easier to do business with, which would require a new approach to understanding customer expectations and how customers perceived their experience with the company. Additionally, Neopost wanted to make sure that the customer onboarding experience was consistent. Both objectives meant that Neopost needed new technology to constantly monitor and evaluate interactions with customers in order to review its business processes. Furthermore, the solution needed to accommodate both the sales and customer service teams, enabling the company to effectively manage staffing levels, responsibilities, and training, as well as incorporate customer feedback to create new, intelligent business processes.

"As our company has grown in size and capability, we realised that our spreadsheet-focussed method for understanding customer interactions and the resulting workflows were too manually intensive and couldn't keep up with business demand," says Warren Tait, customer service director at Neopost. "We realised that to manage our increasing data levels and gain deeper insight into our customers, we needed to invest in intelligent technology to drive better business plans and customer service strategy."

Solution

After evaluating a number of solutions, Neopost chose Impact 360® Workforce Optimisation™ from Verint® Systems, including workforce management, speech analytics and quality monitoring. The software was implemented with a high degree of coordination in a phased approach in the company's contact centre to ensure minimal disruption and the continuation of seamless customer service.

Neopost created three dedicated teams to manage the implementation. Initially, the workforce management team worked with Verint to manage flexible shift patterns, staff skills and responsibilities, and holiday planning. Neopost later began using the solution to expand the employee lunch window and explore the prospect of annualised hours to help meet its seasonal variation in call patterns.

A few months later, Impact 360 Speech Analytics™ was introduced, and Neopost created customer feedback and customer experience teams to manage the software rollout. The customer feedback team delivers a business-tailored service that regularly contacts selected customers with a short satisfaction survey. This provides key insights to help Neopost understand the potential customer impact of business decisions, as well as the ability to determine whether customer queries have been answered satisfactorily.



Customer

Neopost



Industry

Mailing Solutions



Solutions

Impact 360® Quality Monitoring™
Impact 360 Workforce Management™
Impact 360 Speech Analytics™



Region

EMEA



Results

- Improved customer service Net Promoter® Score by 15 percent.
- Reduced calls to the contact centre by 42 percent through billing system changes.
- Gained deeper understanding of drivers of customer dissatisfaction, increased call volumes, and customer onboarding and retention preferences.
- Increased employee engagement in the contact centre to a company-wide best 73 percent.
- Played a key role in a refreshed customer service strategy that has delivered an 11 percent revenue stream increase and 30 percent contact centre productivity increase.

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“Overall, the Verint solution has helped improve motivation and productivity levels across the customer service team, as they feel more valued by the business.”

– Warren Tait, Customer Service Director, Neopost

Neopost's customer experience team uses Impact 360 Speech Analytics to help understand and improve the onboarding process for customers, enhance retention rates, and investigate the reasons behind customer complaints. Insight from the solution is also used to improve the company's self-serve system, quality monitoring processes, and industry benchmarking.

Neopost introduced employee scorecards from Verint's workforce optimisation suite to monitor employee satisfaction, enabling agents to rate their own skills and performance. The results not only provide peer-level comparison, but also link to internal business recognition schemes.

“Our employees now feel much more empowered due to greater shift flexibility, and they can log training requirements as they arise,” notes Tait. “Overall, the Verint solution has helped improve motivation and productivity levels across the customer service team, as they feel more valued by the business.”

Results

With the implementation of Impact 360 Workforce Optimisation, Neopost is able to better understand customer requirements and restructure its departmental resources to meet demand more effectively. Departments can accurately plan and implement detailed resourcing schedules for customers, better manage staff training, and provide high-quality services. The solution provides valuable information to help Neopost's contact centre deliver a great customer experience in line with the company's key principles.

Additionally, Impact 360 has helped increase the visibility of key information and reduce reporting delivery times, enabling the company's telesales department to use real-time information to guide decisions and processes. Ultimately, this has helped increase productivity in the contact centre by 30 percent and boost revenue by 11 percent. Neopost's customers have clearly

noticed the improvement, reflected in the company's ever-improving Net Promoter® Score, which increased by 15 percent and continues to rise.

To help maintain positive momentum, Neopost uses Impact 360 Speech Analytics to spot trends in customer feedback and make the required improvements to its services, adds Tait. “We are able to see where customers aren't satisfied and where we can improve our processes and performance. For example, we uncovered the fact that upwards of 42 percent of calls were from customers who were finding it difficult to understand our invoices and statements. We've since reworked our invoices to make them jargon-free and easy to understand, and our volume of calls has reduced as a result.”

Furthermore, Neopost is recognising benefits it hadn't even considered when purchasing Impact 360. With the solution's screen recording functionality, the company's management team is able to monitor agent activity and identify best practices, which it shares with customer service agents to help improve quality and decrease average call times.

Throughout the introduction of the software, it was important that the company's employee motivation and productivity levels didn't drop. Through a carefully structured and phased approach to the software implementation, Neopost was able to secure a very positive reception from its staff. As a result, the contact centre's employee engagement rate now sits at a company-wide best 73 percent.

“In the past, we had a plethora of different systems, but no connectivity, so we found it very difficult to not only gather and learn from our data, but also to manage it,” Tait concludes. “Impact 360 has brought greater unity to our customer service team and operations. We have made considerable business improvements in the time we have been using the software and we continue to explore new ways to make sure our contact centre is not only cost effective, but incredibly efficient for our customers.”

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