

Service Experience Assessment



Delivers Actionable Plan for Greater Customer Service

When it comes to retaining customers, customer service is a key differentiator. Technology can play an important part in improving the customer's service experience, and many companies are making significant investments to enhance service delivery. But success requires a lot more than just software. To maximize the potential of your customer service solutions – and deliver the level of service that customers demand – initiatives must be tied to identifiable business needs with a focus on people, process and technology – not just software implementation.

Comprehensive Customer Service Assessment

The KANA Service Experience Assessment is designed to provide a thorough, independent evaluation of your potential business value. By studying your company's service experience, the Assessment team will recommend industry best practices and set achievable business goals.

Conducted by our KANA Professional Services team of experts who have deep experience helping Fortune 100 companies to drive greater efficiency, effectiveness and business value from their customer service operations, the Service Experience Assessment:

- Offers a complete and credible analysis of the service experience with visibility into the highest priority areas for improvement.
- Identifies ways to achieve industry-standard best practices for service delivery.
- Projects a realistic ROI and solutions to optimize the service experience using a combination of KANA applications and services.



With KANA's Service Experience Assessment Program, you can directly link programs to business outcomes to align the service experience with your brand and key performance indicators.

A PROVEN PROGRAM FOR DELIVERING A SERVICE EXPERIENCE TAILORED TO THE CUSTOMER, THE ISSUE AND THE INTERACTION.

Time-Tested Methodology To Optimize Your Service Operations

Customer Service Experience Assessment

- This assessment uses a “mystery shopper” technique studies the service experience from the customer’s point of view. The assessment develops a detailed understanding of the customer’s experience in each channel (web self- service, email, chat and phone).

Agent Assessment

- Side-by-side observation of agents surveys the techniques used to resolve customer inquiries. Both novice and experienced agents are observed in each channel to review the skills delta. This assessment studies such aspects as the applications used to answer questions, how channels are managed for service levels, the escalation process and specific challenges faced by agents.

Discovery Workshop

- This workshop analyzes management goals and metrics to determine their impact on the service experience, and pinpoints company-specific strategies and business goals that will guide the recommendations and implementation.

Recommendation

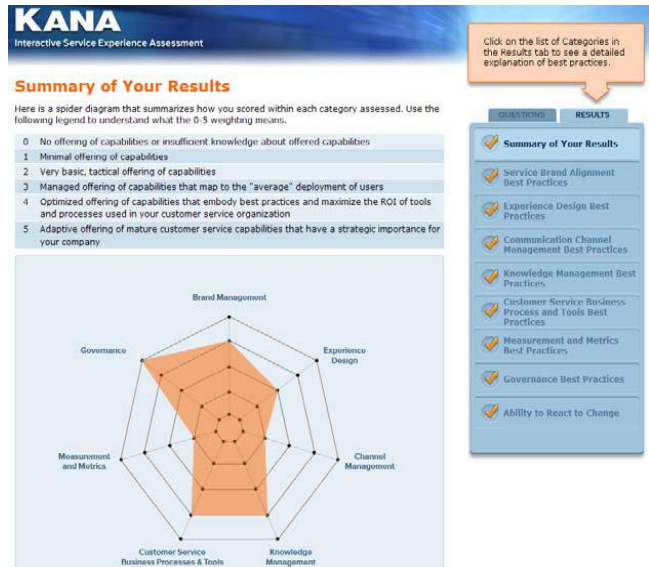
Recommendation Report

- The customized report and management-level presentation offer analysis, recommendations for enhancing the overall service experience, a business case specific to your project, proposed solutions and a project roadmap.

Realistic Business Case

- Projected benefits and ROI will be based on assessments, your organization’s variables and previous experiences in related organizations and industries.

To start with KANA’s Service Experience Assessment today, please call us at **1-800-737-8738**.



KANA’s Service Experience Assessment Program enables you to craft a realistic business case with projected benefits and ROI expectations.

PHRASED ASSESSMENT PROGRAM
ANALYZES THE SERVICE EXPERIENCE
FROM MULTIPLE POINTS OF VIEW.