



# Cingular Directions

## Introduction to the Customer Feedback and Coaching Tool

- **Logistics**
  - ◆ Call-in Information
  - ◆ Questions/feedback
  - ◆ Web site link:



# Introduction to the Customer Feedback and Coaching Tool



## Objectives

- Describe how you move the reputation needle
- Understand how to access the tool
- View available reports
- Show an awareness of future reports
- Understand scoring of survey questions

*There will be an assessment to complete upon conclusion.*



# Customer Service is our Focus



## ■ Customers need:

- respect
- quick responses
- issues resolved
- consistent service
- integrity

## ■ What will we do?

- Capture data of customer experience
- Improve areas of opportunity for RSCs

## ■ How will we do it?

- Phased approach - Plenty of ramp up time
- Timely reporting
- Daily alerts



# The What



- Capture data of customer experience
  - Outbound IVR survey to customers who have completed a qualifying transaction- activations, upgrades and migrations
    - available in English and Spanish
    - ◆ Channels Impacted
      - COR
      - Other sales channels – participation TBD
      - Customer Care is in pilot mode w/their feedback tool
- Improve areas of opportunity for RSCs
  - Timely reporting to Sales Management via a web based tool
    - ◆ Provides feedback of rep's strengths/growth areas
    - ◆ Provides actionable information
    - ◆ Reward and recognize great performance



# And How



- Phased Approach
  - Ramp up time
- Reports in Waves
  - ◆ Wave 1 - NOW
    - Home Page
    - Detail Report
    - Individual Survey
  - ◆ Wave 2 – 2/23
    - Status Summary
  - ◆ Wave 3 - 3/8
    - Alerts Detail Report
    - Perfect/Alerts Summary
  - ◆ Wave 4 – 3/22
    - Customer Comments Search and Report
  - ◆ Wave 5 – TBD
    - Customer call Backs
    - Ranking Reports
    - Trend Report



# Phased Implementation Plan



- Phase I – Data testing - completed
- Phase II- February/March
  - Ramp Up, Quality Assurance, and Training
    - ◆ Surveys begin nationally
    - ◆ Quality Assurance weekly calls and support
    - ◆ February (Overview/Reporting) & March (Coaching) - Training
    - ◆ Saturday Session – RSCs - Training
- Phase III- April
  - ◆ Communicate goals
  - ◆ Scores Recognized
  - ◆ Manager Online Tools Available
  - ◆ Recognition Elements i.e. The Customer Rules E-Cards
- Phase IV- May
  - Reward and Incentives Plan
  - Tool Enhancements as Needed



# Survey Question



# How to access the site



1. Go to CSP (after 2/20)
2. Click on the CFT Link
3. Link to the Log-In page
  - CUID needed

You will access the site from Cingular's intranet, CSP. Simply click on the Customer Feedback and Coaching Tool from CSP and you'll be linked to the Log-In page. **When the site is live!**

For now, simply click on this link: <http://www>



eQuest - Microsoft Internet Explorer provided by Maritz Inc.

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail News RSS

Address http://localhost/cingular/home/default.aspx

**cingular**  
raising the bar

## Customer Feedback Tool

Home Reporting Coaching Tools Important Links Help Administration

Welcome:  
**Maritz Research IT User**  
Welcome to the Cingular Customer Feedback Tool!

News Perfect Scores Alert Scores

- January 22, 2006 - Superbowl teams decided... Steelers vs. Seahawks.
- January 23, 2006 - development begins.
- January 24, 2006 - development continues.

# Dashboard

You Have No Priority Reports

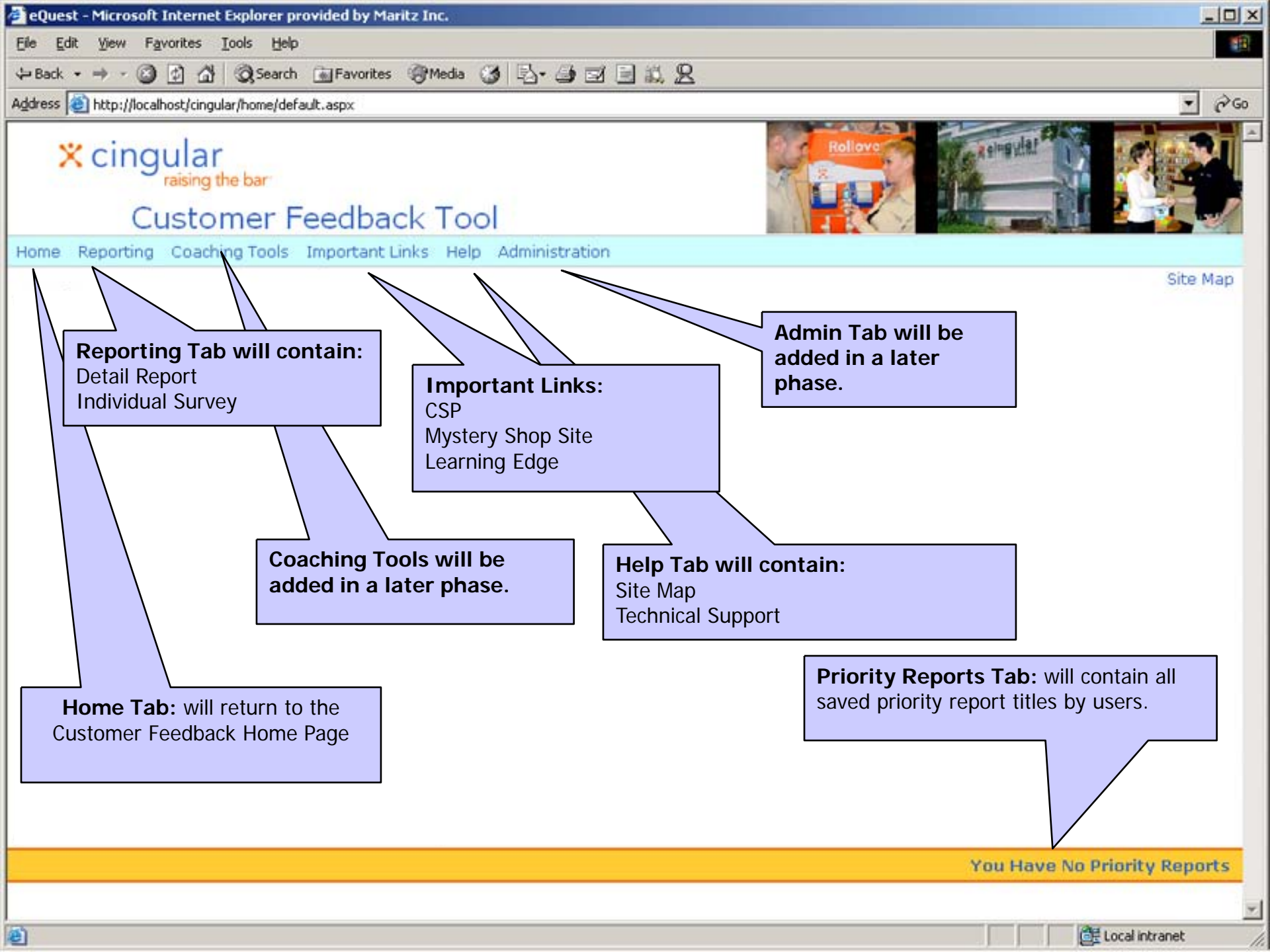
Local Intranet

The News tab will contain the latest news that Cingular wants you to know.  
*Wave 2*

A Perfect Score occurs when the customer responds to all questions with a 5 rating or a "yes."  
*Wave 3*

An Alert Score occurs when the customer answers Q1 and Q2 as a 1 or 2 rating.  
*Wave 3*





## Customer Feedback Tool



[Home](#) [Reporting](#) [Coaching Tools](#) [Important Links](#) [Help](#) [Administration](#)

[Site Map](#)

**Reporting Tab will contain:**

Detail Report  
Individual Survey

**Important Links:**

CSP  
Mystery Shop Site  
Learning Edge

**Admin Tab will be added in a later phase.**

**Coaching Tools will be added in a later phase.**

**Help Tab will contain:**

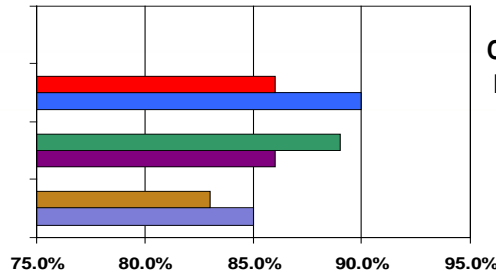
Site Map  
Technical Support

**Home Tab:** will return to the Customer Feedback Home Page

**Priority Reports Tab:** will contain all saved priority report titles by users.

You Have No Priority Reports

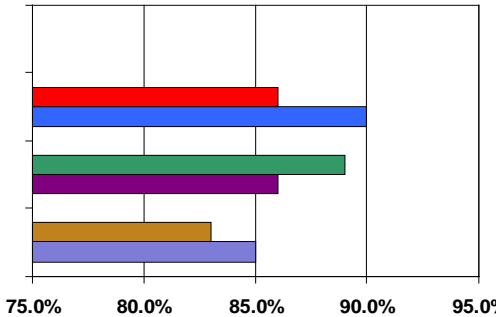
- You will see 3 organizational levels for each of the measures.
- The **1st level** is your own – you will see your own scores for the current & previous month.
- The **2nd level** is that of your peers – you will see a average of your immediate peers.
- The **3rd level** will be the scores for Cingular as a total. For example, if you are a store manager, level 1 would be your store, level 2 would be the average of the stores in your Area & level 3 would be Total Cingular.



**Overall Score**

Current Month	Previous Month
85%	83%
86%	89%
90%	86%

- RP Current Month
- RP Previous Month
- RP Peers Cur. Month
- RP Peers Prev. Month
- Total Cingular Current Month
- Total Cingular Previous Month

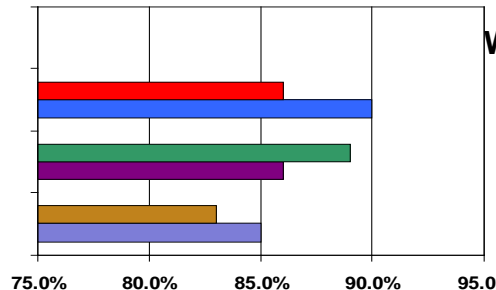


**Overall Satisfaction**

Current Month	Previous Month
85%	83%
86%	89%
90%	86%

## Region View

Follows Store Hierarchy



**Willingness to Recommend**

Current Month	Previous Month
85%	83%
86%	89%
90%	86%



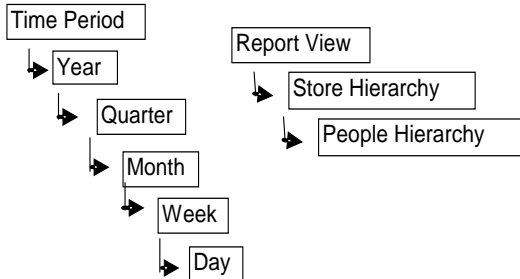
# Detail Report

## People Hierarchy View

Priority Report

Excel Export

PDF Export



### **NOTES:**

All reps. that a manager has direct responsibility for will roll up to the Direct Reports level.  
 If a survey is taken for a rep. at a different store, that survey will still roll up to his direct manager at the Direct Reports level.  
 All surveys taken for the manager will also roll up to the Direct Reports level.  
 The Detail Report will automatically default to the Store Hierarchy.

<b>LEGEND</b> Green = 90-100% Yellow = 76-89% Red = 75% and below	Total # Surveys	Cingular Overall Rating	Overall Satisfaction	Recommend	Greeting	Understand Needs	Helpfulness	Knowledge	Confident Explanation	Answer Questions	Time to Explain	Satisfactory Solution	CSS Review	Phone & Features Explained	Service Plan Explained	Voicemail Explained	Upcoming Bill Explained	Comments
-John Doe's Direct Reports	100	95%	88%	89%	95%	89%	90%	89%	79%	81%	78%	89%	92%	93%	95%	91%	87%	
-John Doe-RSM	50	94%	79%	78%	86%	89%	87%	77%	78%	78%	75%	84%	88%	87%	88%	86%	79%	
- <u>Survey #1A</u>	1	88%	100%	50%	20%	80%	80%	20%	50%	100%	100%	80%	80%	100%	NA	0%	100%	
- <u>Survey #2A</u>	1	92%																
- <u>Survey #2B</u>	1	89%																audio text
-Ann Smith-ASM	50	89%																
- <u>Survey #1A</u>	1	92%																
- <u>Survey #1B</u>	1	88%																
-Harry Schwartz-RSC	50	89%																
- <u>Survey #1B</u>	50	89%																audio text

Percentages will be present through-out the report.



# Customer Feedback and Coaching Tool



Are you able to:

- Describe how you move the reputation needle
- Understand how to access the tool
- View available reports
- Show an awareness of future reports
- Understand scoring of survey questions



# Customer Feedback and Coaching Tool



- **Call In Weekly Call**
  - Information
  
- **Learning Edge**
  - Enroll and complete RET 196: Introduction to the Customer Feedback & Coaching Tool Assessment.

