

Case study: Feedback calling for an Australian accounting firm

Business issue

Business has over 4,000 individual and business customers. They are experiencing more than normal churn of customers. They want to understand why and steps needed to take stop the churn and retain most of the customers

Problem analysis and insights

- No customer feedback structure in place
- No process to understand customer pain points
- All accounting consultants and operations working in silos

Recommendations

- Implement a Voice of Customer program to understand from the customers their pain points
- Start an outbound customer calling campaign to call every customer after a transaction with the business
- Design open ended questions for customers to understand what is working and the gaps
- Collate and communicate feedback insights to all staff in a relevant and easy to understand structure
- Implement closed loop feedback process

Execution

- After 3 months of gathering customer feedback data, 3 major pain points across the customer base were identified
- Business came up with new processes and solutions to solve the identified pain points
- New structure and processes were implemented to enable better communication between accounting consultants and operations

Business results

- 3 months after the executions, gradual improvement in customer churn rate
- Better understanding of customers and their needs leading to lesser customer issues
- Improved customer satisfaction leading to increased number of referrals from existing customers