

CASE STUDY

CUSTOMER PROFILE:

Consumer Finance

WEBSITE:

<https://www.newday.co.uk>

LOCATIONS:

London, GB and Morley, GB

BUSINESS PAIN/NEEDS:

- Need to reduce unnecessary contacts so need more insight into customer journey pain points and why customers call the contact center
- Improvement to visualization of data insights with easy reporting
- Additional touchpoints and analytics integrated into Voice of Customer (VOC) program

NICE SOLUTION:

- NICE Satmetrix

BUSINESS RESULTS:

- Achieved higher NPS[®] and NES across touchpoints, improving NES as much as 36.2% (19 points) throughout the life of the program – and an average Contact Centre Customer Service NPS of +70
- Reduced complaints coming into contact center from 1.2 complaints per 1,000 active customers to 0.8 in 2 years (>1,000 complaints per mth)
- Associate satisfaction impacted NPS by as much as 85% and led to a reduction in unnecessary calls leading to cost savings of >50% over past 18 mths
- Increased commitment from the Executive Team for customer experience improvement budget
- Earned Gold, Silver, and Bronze in European Contact Center Customer Experience Awards winning awards for Best Insight programme and engagement /recognition with Contact Centre awards

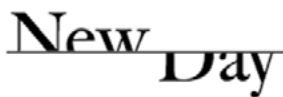
CUSTOMER QUOTES

“Maturing our Voice of the Customer program has enabled us to understand more about contact reasons and create a repository of insight.”

Dee Nandwani,
Senior Specialist - Customer Experience Analyst

“Our Voice of Customer programme has been integral to our successful transformation programme enhanced by being recognized with a number of awards in our industry”

Francesca Rea,
Director of Contact Centre & Service Delivery



NEWDAY DELIVERS CUSTOMER SERVICE CHANGE USING NICE SATMETRIX

About NewDay

NewDay is one of the UK's leading consumer credit companies, offering a range of products and services to help people establish or improve their credit records.

- More than 5.0 million customers
- 0.9 million new customers we responsibly said 'yes' to
- Over 100 million Customer Service interactions
- 84% of active customers registered for eServicing
- 1.9 million customers improved credit scores
- 19% of UK credit cards were issued by NewDay during 2020

The Challenge

NewDay's manifesto is simple: Help people move forward with credit. They do this with different ways to access credit, including their own branded credit cards and co-branded partnerships for leading retailers. In 2018, the company underwent a large digital transformation that has inspired more customers to use their self-serve model.

As more people started using the digital platform, they noticed calls coming into their contact center remained flat rather than dropping. Naturally, they wanted to know why but didn't have insight into what was happening elsewhere in the customer journey.

NewDay needed a more mature Voice of the Customer program that would allow them to see the entire customer experience and pinpoint the pain points. “In my world of customer experience, it's about understanding pain points and customer effort—and why customers had to call,” says Dee Nandwani, Senior Specialist - Customer Experience Analyst at NewDay. So that's exactly what he set out to do.

The Solution

NewDay chose NICE Satmetrix to provide the holistic Voice of the Customer (VOC) program they needed. One reason was the strong visualization and reporting capabilities in the NICE Satmetrix dashboard. “It gives me so much more control,” explains Dee. But he also values the collaborative relationship he has with the NICE Satmetrix Implementation and Customer Success Teams. The team first deployed NICE Satmetrix to the contact center. After proving the value to associates, the team deployed across more channels and five journey touchpoints.

Furthermore, Advanced Analytics Services Consulting from NICE Satmetrix has helped NewDay to develop key findings and recommendations to accelerate desired improvements and augment the NewDay analytics team.

“NewDay has a strong analytics team that does a lot of deep-dive analytics,” says NICE Satmetrix Experience Consultant Hayley Kitson. “Our partnership not only validates the work they do, but our reports often lead them to new ways of looking at the data.” The team has helped NewDay add multiple models and an automated analytics engine, to name a few examples.

In addition to customer feedback, NewDay now tracks trends, customer behaviors, segmentation, and verbatim text responses throughout the customer journey, from onboarding to collections. And they’ve integrated other data sources such as speech and text analytics, Google analytics, complaint volumes, their own internal understanding of what customers are doing online, and other sources of unpromoted feedback. This holistic approach provides a repository of insights, which they can cut and slice to see the specific pain points, quantify them through speech analytics, and pinpoint exactly where they need to take action.

They can also identify if there are any cluster spots, then create a priority list of what needs to be fixed. Direct debit was one of those areas. Before NICE Satmetrix, direct debit could take as long as 56 days to activate, with confusing steps that triggered many calls. Using NICE Satmetrix, they found seven or eight issues they could address in a systematic program—resulting in a reduction in complaints and achieving Net Easy Scores (NES) that are 26.6% higher than they’ve ever been.

The Results

“NICE Satmetrix has been a very important tool for identifying customer impact and pain points,” says Dee. Since implementing the platform, NewDay now has 6 touchpoints instead of their original one. This helps them manage the experience from the moment customers open an account to the moment they may end up in collections or have a dispute about a transaction. And they can segment and separate the analytics between their Own Brands cards and co-branded products.

“We can see the whole journey and easily measure how easy it is to open a credit card account, how easy it is to manage that account online or in the mobile app, and if they have to call us, how easy it is to resolve the query.” Not only that, but they can see if agents reached the right outcome for the customer. “It’s not just a single view, it’s a very holistic view,” Dee adds.

Their new fraud and dispute touchpoint was especially helpful when the pandemic drove more people to shop online, significantly increasing traffic to NewDay’s contact center. Agents are now able to see the big picture of the dispute and what led customers to call. They can look at the verbatims, themes, sentiment analytics, and the reasons for contact, such as a company going out of business or an airline refusing to give refunds, and know what actions to take—all of which has led to higher associate satisfaction.

And that’s essential for NewDay. “NICE Satmetrix’s Hayley Kitson did some amazing analysis for us, pointing out that associate satisfaction had a direct impact on Net Promoter Score® (NPS) of about 85%,” says Dee. “It’s not just about the type of query, but has more to do with the resolution or outcome. If the associate is professional, friendly, helpful, and has all these qualities the customer is looking for, they feel like they were treated well—even if the resolution leads them to wait a bit more or have to call into another place.”

eServicing NES



Expanding their customer experience management with NICE Satmetrix has helped NewDay achieve:

- Gains in NPS and NES of as much as 36.2%
- Fewer complaints coming to contact center
- A clear understanding of how associate satisfaction can affect NPS by up to 85%
- Increased commitment from the executive team for customer experience management
- Gold, Silver, and Bronze European Contact Center Customer Experience Awards

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Dee Nandwani, Senior Specialist
– Customer Experience Analyst



Advice from Dee Nandwani

- Be willing to do the initial work required, because once you have the program running, you'll be able to identify areas where you can actually put a return on investment.
- Choose a provider you can have a good relationship with because that's key to your success, not just the actual platform.
- Consulting is a real plus because they're able to pick up things that perhaps you wouldn't have considered in the analytics you do.

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About NICE

NICE (Nasdaq:NICE) is the worldwide leading provider of both cloud and on-premises enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data.

NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens.

Over 22,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions. www.nice.com

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