

Efficiency – how efficient is the channel?

The efficiency of a service is assessed by reviewing the performance of the service delivered, whether it is measured properly, how easy it is to obtain the information required to deal with customers enquiries and how data is accessed and recorded in systems.

Effectiveness – how effective is the channel?

The Effectiveness category looks at how easy it is to deliver the service that customers require from that channel. It assesses the performance including the quality and the outcome resulting from the interaction and how easily that was achieved. This includes assessing the information available from systems and the quality of operational management.

Empowerment – how empowered do customers and advisors feel when using this channel?

The Empowerment category assesses the level of autonomy and flexibility available to Advisors and customers when reaching a mutually acceptable outcome to a contact.

Experience – what is the overall experience when using the channel?

The Experience category assesses a number of areas including accessibility and performance of that channel from both a qualitative and quantitative perspective. It looks at the experience from both customers and Advisors perspectives.

Enablement – how enabled and integrated is this channel?

It is important that there is consistency across all channels in terms of the quality of service and service availability. The Enablement category assesses this whilst also looking at how integrated channels are with each other and the brand.

Empathy – how much empathy is apparent when using this channel?

This indicator looks at the level of empathy shown by the organisation towards the customer. It assesses how empathic the service is towards customers and the levels of engagement, personalisation and flexibility within an individual contact. Increasing empathy has a direct correlation to improving efficiency and increasing ROI.