

Challenge

How to build an effective service recovery tool?

A large retailer had an effective tool for measuring customer satisfaction but needed to improve its employees' ability to recover from service failures.

How could they make sure that all "Hot Alerts" were effectively resolved and institutionalize the learning from these customer service experiences?

Solution

Combine a web tracking tool for "Hot Alerts" with the HEAR™ Training Tool.

The first step was to build a web portal that allowed everyone from the store manager to the CEO to track "Hot Alert" resolution and use this information to build a best practices database.

The second step was to roll out the Morpace HEAR™ training program. The HEAR™ program ensures that every associate has the necessary knowledge and training to respond positively to customer concerns.

Outcome

The time required to respond to a "Hot Alert" was dramatically reduced and customer satisfaction improved.

- Store managers had the confidence and training to consistently resolve customer issues.
- A visible system of accountability ensured all customer issues were resolved by the store manager.
- A knowledgebase was built and used to develop training materials.
- A customer service culture was created and nurtured.

HEAR™...

- **Help**
- **Empathize**
- **Apologize**
- **Respond**

For more information contact:

Tom McGoldrick
Vice President
952.715.1528
tmcgoldrick@morpace.com