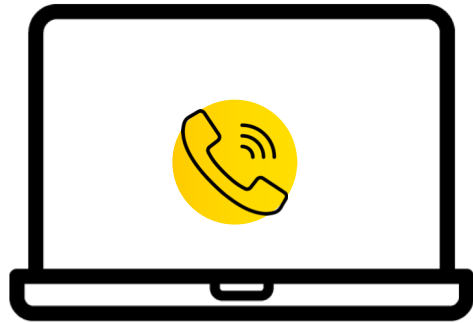


Service analysis

How easy it was to find the contact information on the web-site?

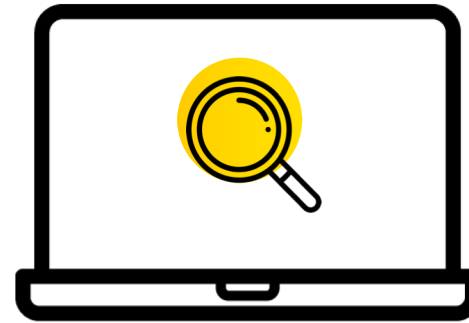


87%
found the number.

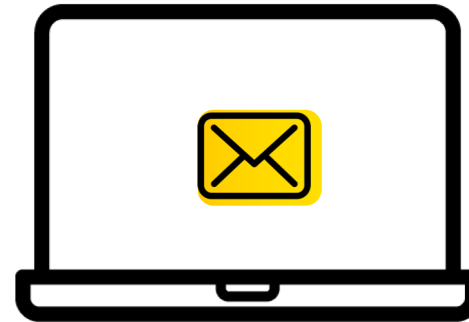


32 %
found a place to write

The shopper satisfied with the search process.



53%
satisfied with the phone
search process



39%
satisfied with the mail
search process

Customer satisfaction after 1st request to DHL

Calls

26%

Online request

11%

What influenced on satisfaction results?

- Easy to find the contact
- The speed of answer
- How easy it was to communicate with the employee

By global trends and research, customers are willing to receive the answer within their first request and feel the interest to their request by the company's employee.

The customers were asked "What goes into good service?"

77% said speed to resolution

55% said convenience, and

47% said transparency.

In case the answer is not received or the service was bad – the customer will use the competitor service with the probability of **67%**

First contact resolution. Offer received

Calls

54%

Online request

53%

Average offer price is **28 000\$**



The approximate direct loss of client:

1 167 000\$ per calls

1 260 000\$ per mails

Total loss per program – **2 427 000\$**

First contact resolution influences directly on client satisfaction.
The FCR is lower then client's satisfaction in 10% by benchmark