



Benchmarking Toolkit for Assisted Digital Channels

The cross-industry, multichannel benchmarks and tools needed to chart a course for ongoing chat, email, and social media servicing excellence

The Benchmarking Toolkit includes:

- **Best Practices Scorecard**—More than 100 leading practices derived from verified high-performing organizations for effectively managing your business to deliver an outstanding customer experience
- **Diagnostic Survey Instrument**—The same survey tool J.D. Power uses for its Certified Customer Service Program to measure the customer experience
- **Key Metric Comparisons**—Customized to your organization, comparing your own metrics with other brands across industries, high performers, and your industry peers [all industries may not be available]
- **Weighted Drivers of Satisfaction**—Annually updated, cross-industry importance weights of each satisfaction driver that guides your prioritization of improvement efforts

The Challenge

Customer service executives managing digital channels often do not know which facets of the service experience customers value most; how their operational performance compares to high-performing organizations within and outside of their industry; and where to focus their improvement efforts. The lack of reliable data about and insights into chat, email, and social media channels poses a significant barrier to establishing plans to deliver what customers want at the lowest possible cost.

The Solution

The Customer Service Benchmarking Toolkit for Assisted Digital Channels offers insights and resources designed to help you drive excellence in any one, or all, of your chat, email, and social media servicing channels. Fueled by the combination of customer experience insights from more than 100 brands across multiple industries and operational and KPI data, the Benchmarking Toolkit for Assisted Digital Channels delivers an in-depth understanding that helps your organization know where it stands and how to improve.

The customer experience data and observations are presented in a powerful and easy-to-understand written presentation designed to be shared with others inside your organization. This solution also offers access to live and recorded interactive online discussions about the research results explaining what today's customers want in a digital servicing experience. Whether to prepare for the *J.D. Power Certified Customer Service ProgramSM* or to understand current performance and identify improvement opportunities, the Benchmarking Toolkit is the first step in charting a course for ongoing customer service excellence.

The Benefits

Clients that use J.D. Power's proven best practices and benchmarks provided in the Benchmarking Toolkit can know more confidently what to prioritize in order to maximize the customer's experience in the chat, email, and social media servicing channels, and where to look for efficiencies and improvements within their own organizations. The tool can help you save time, money, and resources by helping you focus on only those aspects of your operation that have the greatest potential to improve the customer experience.

beyond measure

Knowledge that enlightens, enables, and empowers everyone in the commerce ecosystem—customers, companies, and brands alike.

Industry Benchmarks: the measure of success

J.D. Power Benchmarks are the key indicators, drivers, and comparisons of how companies perform relative to their competitors. Only J.D. Power delivers the actionable insights across industries that help businesses improve quality, engagement, and growth. Industries served include:

- Automotive
- Financial Services
- Insurance
- Utilities & Infrastructure
- Travel
- Technology, Media & Telecom
- Healthcare
- Home Improvement
- Government
- Sports
- ...and more

Solutions that measure up

Integrating the voice of the consumer, your vision, plus our industry-specific expertise, J.D. Power creates customized solutions that drive a better customer experience—and better business results.

Data & Analytics

J.D. Power's data and analytics are powered by the Power Information Network® [PIN]. PIN gathers millions of automotive retail transactions covering 250+ data points from more than 16,000 franchise dealerships across North America with updates daily.

- Automotive Industry & OEM Solutions—PIN
- Automotive Retail Solutions—PowerDealer
- Automotive Valuations—NADA Used Car Guide
- Automotive Media & Marketing Solutions
- Insurance—Total Loss Valuation
- Financial Services—Auto Lending: PIN Navigator
- Residual Values

Advisory Services

J.D. Power's advisory services leverage our proprietary benchmarks, analytics, models and our vast array of data. Our global team of experts are recognized as industry leaders.

- Customer Experience Management
 - Measurement & Management
 - Customer Experience Strategic Assessment
 - Customer Service Solutions
 - Mystery Shopping
- Automotive Product Consulting
- Automotive Retail Consulting
- Automotive Pricing & Incentives
- Automotive Media & Marketing
- Insurance Consulting
- Airline/Airport Consulting
- Proprietary

Learn more about how J.D. Power can create solutions that drive a better customer experience—and better business results at: