



Contact Optimization

The Contact Optimization is a solution to improve customer satisfaction while driving down costs through systemically reducing contacts and improving customer self-service utilization.

The Challenge

Customer service, care, and support executives are under pressure to reduce costs without sacrificing customer satisfaction. J.D. Power offers proven solutions that maximizes self-service channel usage and drives down the number of unnecessary contacts to help customers get what they need from you with minimal effort.

The Solution

- On-site consulting, conducted by highly experienced experts, that utilizes proprietary methodologies to reduce overall demand on assisted channels through a reduction in the number of contacts and migration to unassisted channels
- Comparison of current Web and IVR self-service performance with highest performers in five categories across 25 analysis points
 - Pinpoint systemic and IVR or Web-specific changes needed
- Through the “Value-Irritant Workshop,” our experts help clients understand which contacts can be leveraged to maximize the benefits for customers and for your business, and what specifically needs to be done to reduce the overall number of inbound contacts
- Optimally contained self-service results with new metrics and continuous improvement
- Unique approach minimizes time and resource drain for clients to participate in this engagement
- Powerful ROI
- Project length: 4-6 weeks

The Best Service is No Service*



The Benefits

Although results will vary, clients can save money and improve customer satisfaction. For example, a financial services firm utilized the strategies found in the *Contact Optimization* to get these outstanding results:

- Reduced customer contact rate >40% after 18 months
- Slashed \$250 million per year from support budget
- Retained highest-ranked position in J.D. Power studies, highest ACSI, and higher NPS

*Used with author's permission. © Jossey-Bass. All Rights Reserved.

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 12,000 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

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
 - Contact Center Solutions
 - Mystery Shopping
- Automotive Product Consulting
- Automotive Retail Consulting
- Automotive Pricing & Incentives
- Automotive Media & Marketing
- 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:

jdpower.com