

Take QA to a whole new level with SenseCX

Ground breaking methodology.
Actionable analysis and insights.
Versatile, real time reporting.



SenseCX gives you the power to:

Objectively assess, evaluate, monitor and assure service delivery, through the one easy to use Portal.

Assess performance across multiple service channels including phone, email, chat and social media.

Compare and improve overall service delivery across the organisation, and at departmental, team or individual consultant levels.

Deliver more meaningful customer experiences

SenseCX is a game changer for organisations that strive to deliver exceptional customer experiences.

Underpinning SenseCX is a world-class framework for assessing service delivery and overall customer experience. This methodology is based on tried and tested, best practice consultative service approaches.

Through the unique, easy to use SenseCX portal you're able to quickly access and analyse assessment results.

The simple dashboard and versatile, real-time reporting tools enable you to:

- Identify opportunities to improve customer experience.
- Easily track performance over time or measure outcomes of specific initiatives.

- Spend less time analysing data and searching for insights and more time coaching and developing your staff.
- Benchmark performance across agents, teams and other organisations in your sector and other sectors.
- Provide your team with specific, actionable feedback based on actual customer expectations and experiences.

ASSESS THE THINGS THAT MATTER TO YOUR CUSTOMERS

Each customer experience is characterised by five key aspects:

ENGAGE>>> INTRODUCE >>> CLARIFY >>> RESOLVE >>> CLOSE

SenseCX assesses these key aspects of an interaction against up to 31 unique criteria to measure overall:

SUCCESS

The degree to which the customer is able to accomplish their goals
Customers want to get what they came for and move on. They need to be understood and provided with a no-fuss resolution.

EASE

The effort the customer has to expend to accomplish their goals
The interaction must be easy. The agent should actively guide the customer through a clear process towards resolution.

SENTIMENT

How the experience and interaction makes the customer feel
Your customers want to be treated as an individual, not just another transaction in the agent's day.

Measure, track and assess CX more efficiently

With SenseCX you have the power to meaningfully measure and improve CX across your business.

CHANNEL INTEGRATION

Unlike most other CX tools, SenseCX allows you to integrate and assess CX delivery across key customer contact points:

 Phone  Email  Chat  Social

DELVE DEEPER

Through the intuitive, easy-to-use SenseCX Portal you're able to assess CX performance:

- holistically across the organisation.
- across channels.
- at a departmental or team level.
- for individual agents.
- against specific enquiry types.
- based on specific campaigns or activities.
- on individual interactions.

STORE AND ACCESS INTERACTIONS

At any time you can access individual call recordings, or email and chat transcripts to review the interaction yourself or provide coaching.

CUSTOMISE TO SUIT YOUR NEEDS

The SenseCX Portal and reporting tools can be customised to suit your needs and highlight the most relevant information for your teams.

One tool – multiple applications

MYSTERY SHOPPING

CSBA's experienced Assessment Team will contact your business posing as everyday customers.

Using a series of agreed and relevant enquiries they interact with your staff as any other customer would, via phone, email, chat or social channels.

Each individual interaction is assessed live against up to 31 different elements to provide an overall measure of Success, Ease and Sentiment.

EXTERNAL QUALITY ASSESSMENT

For an independent, objective, third party Quality Assessment of your CX we can assess real life customer interactions using the SenseCX methodology.

You simply supply us with a random selection of call recordings, emails and chat transcripts. Each one is carefully assessed by our team and the results are stored within your SenseCX Portal. Providing you with an objective, comparable and defensible Quality Assessment.

INTERNAL QUALITY MANAGEMENT

Use the SenseCX Portal to overcome the challenges of compiling, storing and analysing data from your existing Quality Assurance practices.

Access the dashboard to monitor results on performance across teams, channels or individuals over time; export easily shareable PDF reports; attach call recordings or transcripts to individual assessments for use in one-on-one coaching.

SenseCX At work

SenseCX delivers a sound return on investment and has many bottom line benefits, including:

- ↑ Call quality.
- ↑ First call resolution.
- ↑ Customer satisfaction and loyalty.
- ↓ Employee churn.
- ↓ Complaints.

'SenseCX is vital to the success of our team. It's easy to follow and quick to use. The report can break down trends and gaps, and suggest areas of focus for the coming month'.

Isobel Killeen
Contact Centre Manager



'SenseCX gives us a completely independent CX assessment. The real time performance matrix provides fast feedback to the frontline teams of our outsourced partners'.

Tim Wagg
General Manager
Customer Operations



See SenseCX in action

Contact CSBA for a live SenseCX demonstration.

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