**A Total Customer Service Assessment and Improvement Solution**

Customer Service Benchmarking Australia (CSBA) offers a range of solutions that are designed to help organisations understand, measure and improve the customer service experience. If your organisation is committed to providing excellent customer service, then CSBA has the knowledge and experience to deliver the right suite of solutions.

**Mystery Shopping**

CSBA offers Australia’s most comprehensive and rigorous mystery shopping program across all communication channels including phone, face to face, email and web.

**Customer Service Benchmarking**

* The CSBA telephone mystery shopping benchmark program is the leading Customer Service Benchmarking program in Australia. Conducted among 250 companies and across 15 industries on a quarterly basis, it is Australia’s most quoted and reliable Customer Service Benchmark measure.
* CSBA also offers industry specific programs to provide a robust and independent benchmarking assessment of key industry players, followed by a forum whereby participants share and learn from the program’s results.

**Tailored Mystery Shopping**

* The customer service experience occurs across many channels (phone, face to face, web and email) and activities (sales, service, bill enquiries and hardship). But how do you know that the clients service experience is consistent across all these? CSBA has the capability to measure the consistency of the Customer Service Experience across all channels and activities.

**External Quality Assurance**

* All front line staff require feedback on performance. Yet less than 50% of staff receive regular feedback regarding how well they handled the Customer Service interaction. CSBA provides the ability to listen to calls and rate the service experience.
* CSBA’s comprehensive and rigorous Customer Service measurement criteria, combined with our assessment methodology provide an excellent resource to conduct independent External Quality Assessment (EQA). Assessments may be conducted on mystery shopping calls or real customer calls, and can cover a range of areas including service, sales, hardship or specific product information.
* Additionally, CSBA is able to measure the performance of interpreters and provides feedback for calls where Language Other Than English (LOTE) is used. Languages covered include Arabic, Vietnamese, Persian, Korean, Mandarin and Cantonese.

**Customer Satisfaction**

The best insight into your organisations performance comes from your customers. CSBA Customer Satisfaction Surveys gather information by talking directly to your customers about the customer service experience. CSBA has the knowledge and expertise to know what processes and measures (NPS, loyalty, ease of doing business) provide the best value for money when developing customer satisfaction programs This ensures programs deliver valuable insights which can be linked into business improvement programs.

**Customer Satisfaction Survey**

* Customer satisfaction surveys are now an integral part of any organisations’ business improvement program. The information is now captured across a range of channels (phone, IVR and email) and the reporting has become more user friendly, actionable and ‘real time’.
* CSBA also offers industry specific customer satisfaction programs. The CSBA Customer Satisfaction Benchmarking program bring together companies from like businesses and conducts a customer satisfaction survey, withresults and benchmarks presented in a workshop environment.

**Consulting**

Organisations that want to attain a customer service competitive advantage can employ a combination of CSBA mystery shopping and Customer Satisfaction Surveys with our team of highly respected consultants who can put it altogether to make Customer Service excellence a reality.

**Customer Service Training**

* No other customer service training program provides clear measures on the performance of training programs. CSBA has a team of highly skilled consultants that take the results of customer surveys and develop a comprehensive training program designed to improve the consistency of the Customer service experience. All CSBA training consultants have a minimum of 10 years experience in training frontline staff. The results are effective training programs with immediate and continual improvement over time.

**Customer Experience Journey Mapping**

* CSBA Customer Experience Journey Mapping gives organisations a clear and accurate picture of the current customer experience and then provides a comparison with the organisation’s belief of the same experience process. CSBA then identifies the preferred customer experience journey and develops the Journey Mapping which defines the steps required to achieve what customers define as great service.

**Customer Service Site Review**

* CSBA Customer Service Site reviews are conducted by experts in the call centre environment. The results provide an excellent review of the current performance as well as a road map for achieving best practice.