Customer Satisfaction

Improving Customer Satisfaction & Reducing Credit Payments

The Challenge

This project, for a major telecoms company, focused on key issues within the administration process.

Our primary aim was sustainably improving customer satisfaction and reducing credit payments.

The Solution

Renault-Nissan Consulting was asked to improve customer satisfaction and reduce credit payments.

Using our knowledge of Lean and Six Sigma, we introduced a Green Belt training programme incorporating appropriate tools & skills that enabled the creation of an internal improvement team.

- Mentoring and supporting the internal team, we reviewed the end to end administration process of customer agreements, with a view to reducing the level of customer dissatisfaction. The focus was on communicating to the customer in a timely manner, prior to contract issues escalating to a complaint situation

- We worked to reduce the level of reconciled credit payments, and improved the evidence available to support each business case

- A team was established to manage actions, and produce project plans in order to implement improvements for the benefit of the Stakeholders

- The team also developed reporting systems to monitor the spend status of customers. This was used by account managers and specialists so that, when customers were off target and in jeopardy, they would be contacted, updated and offered a solution to keep them on target

The programme produced a return on investment of 1,600 per cent

The Results

✓ **A vast reduction in the level of complaints has been seen with a quarter on quarter reduction in volumes. In financial terms, £1.55 million has been saved through improvements made**

Key Success

– **Improving customer satisfaction & reducing credit payments**

– **Introducing and deploying a Lean Six Sigma Training programme**

– **Reducing the number of complaints and achieving a saving of approximately £1.55 million**

– **Transferring knowledge to our client to enable them to continue improvement initiatives 'in-house'**

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