

## Call Center Benchmarking Toolkit



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To stay ahead of the evolving expectations customers have of their call center interactions, as well as to navigate an ever-changing market environment, it is imperative that companies develop and sustain effective strategies and practices. Companies that are able to understand these shifts in customer expectations are in a position to deliver an outstanding service experience.

### THE SOLUTION

J.D. Power's Call Center Benchmarking Toolkit helps companies understand what matters to call center customers and how leading call centers delight their customers by focusing on more than standard operational metrics.

The J.D. Power Benchmarking Toolkit includes:

- **Call Center Customer Satisfaction Benchmarks**—Performance metrics derived from hundreds of thousands of customer interactions across multiple industries.
- **Call Center Best Practices**—More than 130 best practices used in our Certified Call Center Program that tell you what top performers do
- **Call Center Operational Benchmarks**—Operational metrics drawn from among the most successful companies, including such key measures as average speed of answer, average handle time, supervisor-to-rep ratios, compensation levels, cost per call, etc.
- **Intellectual Property License**—A full year's access to J.D. Power's Call Center survey, sample plan, survey methodology, index score calculation methodology, and importance weights by attribute

### THE BENEFITS

Companies that meet or exceed J.D. Power's benchmarks often pursue Call Center Certification as a validation of their achievement. Companies that have not yet met these benchmarks leverage the Benchmarking Toolkit to drive performance improvement, set operational targets, and chart a course for ongoing excellence.

The Benchmarking Toolkit helps companies understand the standards and practices designed to achieve service excellence and high customer satisfaction. The full Benchmarking Toolkit purchase price can be applied toward J.D. Power's other contact center solutions within 60 days of purchase.

## COMPLETE THE PICTURE


J.D. Power offers a comprehensive suite of solutions that deepen insights into all phases of the customer life cycle, allowing you to make more informed business decisions.

### Industry Benchmarking

J.D. Power's independent industry benchmarking research measures quality and customer satisfaction based on survey responses from millions of customers worldwide. The company has one of the largest, most comprehensive historical customer satisfaction databases in existence, which includes feedback on customers' shopping, buying, and ownership experiences for a variety of products and services.

### Tracking

J.D. Power offers two tracking solutions that enable you to measure quality and customer satisfaction in real time and compare the data against industry benchmarks to identify areas of improvement:

 **Acutrend™**—Provides a 360° view of the customer experience in real time through a Web-based user interface that allows for an analysis of every key performance measure against industry benchmarks



**Custom Tracking**—Offers a customized research and customer satisfaction measurement and tracking on a proprietary basis utilizing a variety of data collection methods, which are accessed via a user-specific data-reporting platform

### Social Media Insights

Collect and evaluate consumer sentiment in its natural form—unprompted.

J.D. Power's advanced social media intelligence solutions easily integrate into your existing research, surpassing the basic monitoring tools that many companies currently use.

### Text Analytics

J.D. Power's state-of-the-art text processing technology can analyze all of your unstructured text—gathered from any source—and provide actionable solutions and analyses that enable rapid, effective responses to the continuously changing needs and opinions of consumers.

### Digital Experience Evaluation Solutions

Gain an understanding of how consumers interact with your website, as well as whether your website is meeting the needs of consumers and how your website stacks up against those of competitors. J.D. Power experts work with you to re-engage consumers on your website and to implement sustainable improvements.

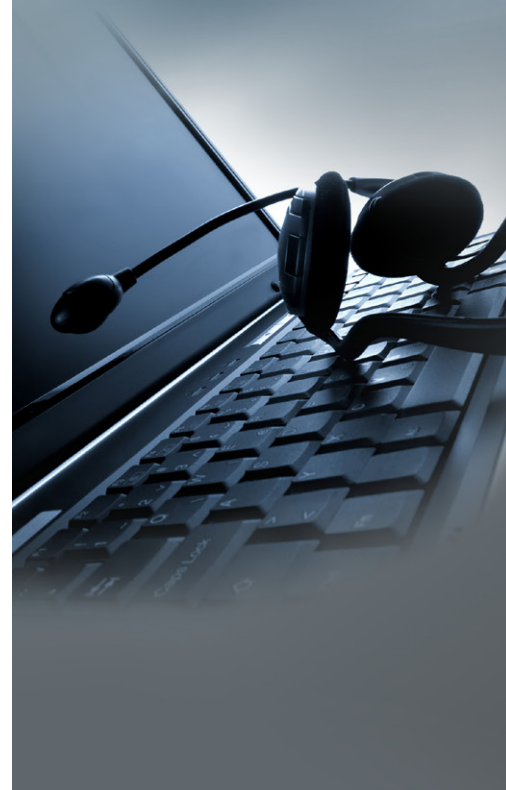
### Mystery Shopping

Take advantage of J.D. Power's rigorous and comprehensive sales and service mystery shopping, observational audit, and compliance services, which can be customized to virtually any industry.

### Consulting and Training

Develop competitive advantages by integrating Voice of the Customer data, benchmarking study findings, and J.D. Power's industry expertise into your strategic planning and operational activities.

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For more information about J.D. Power products and services, please contact:

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