2010 State of Customer Service “Mystery Shopping” Research Findings
Overview of Research Findings
Methodology

“Mystery shopper”
- Analysts posed as buyer of high-value products / services and asked questions
- 175 leading enterprises in US/Canada with over $250M revenue

Industry sectors
- Retail, consumer goods, communications, insurance, financial services, healthcare, and pharmaceuticals
- Evaluated phone, email, web self-service, cross-agent and cross-channel service customer service competencies
Methodology

Overall score: Service Quotient™ (SQ™)

- Sub-quotients included:
  - Email Quotient
  - Self-service Quotient
  - Choice Quotient
  - Multi-agent Quotient (phone)
  - Multichannel Quotient (phone and email)
  - Phone Quotient

All scores on a scale of 0.0 - 4.0

- 0-0.9: Poor
- 1-1.9: Below Average
- 2-2.9: Above Average
- 3-4.0: Exceptional
Overall Service Competence: SQ

Communications  Consumer Goods  Financial Services  Healthcare  Insurance  Pharma  Retail
Choice Quotient

Communications
Consumer Goods
Financial Services
Healthcare
Insurance
Pharma
Retail
Email Quotient
Multichannel Quotient

Communications  | Consumer Goods  | Financial Services  | Healthcare  | Insurance  | Pharma  | Retail
0                  | 1                 | 1                    | 0.5          | 1          | 0.5     | 2
Multi-Agent Quotient

- Communications
- Consumer Goods
- Financial Services
- Healthcare
- Insurance
- Pharma
- Retail

Communications: 2
Consumer Goods: 3
Financial Services: 1
Healthcare: 2
Insurance: 1
Pharma: 1.5
Retail: 2
Findings by Industry Sector
Communications

![Chart showing customer service and contact center software metrics for 2010 and 2009. The categories include Email, Self-Service, Choice, Multichannel, Multi-agent, and Service. The chart compares the performance improvements or changes in these categories over the two years.](Image)
Consumer Goods
Insurance

Slide 16

CUSTOMER SERVICE AND CONTACT CENTER SOFTWARE