

„Kundenservice evaluieren und im Cockpit effizient steuern!“

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DIMO – Dialog Monitor zur Planung und Steuerung von
Customer Contact Center



Projektpartner



KTI – Start-up und Unternehmertum,
F&E-Projektförderung, WTT-Support



swisscom

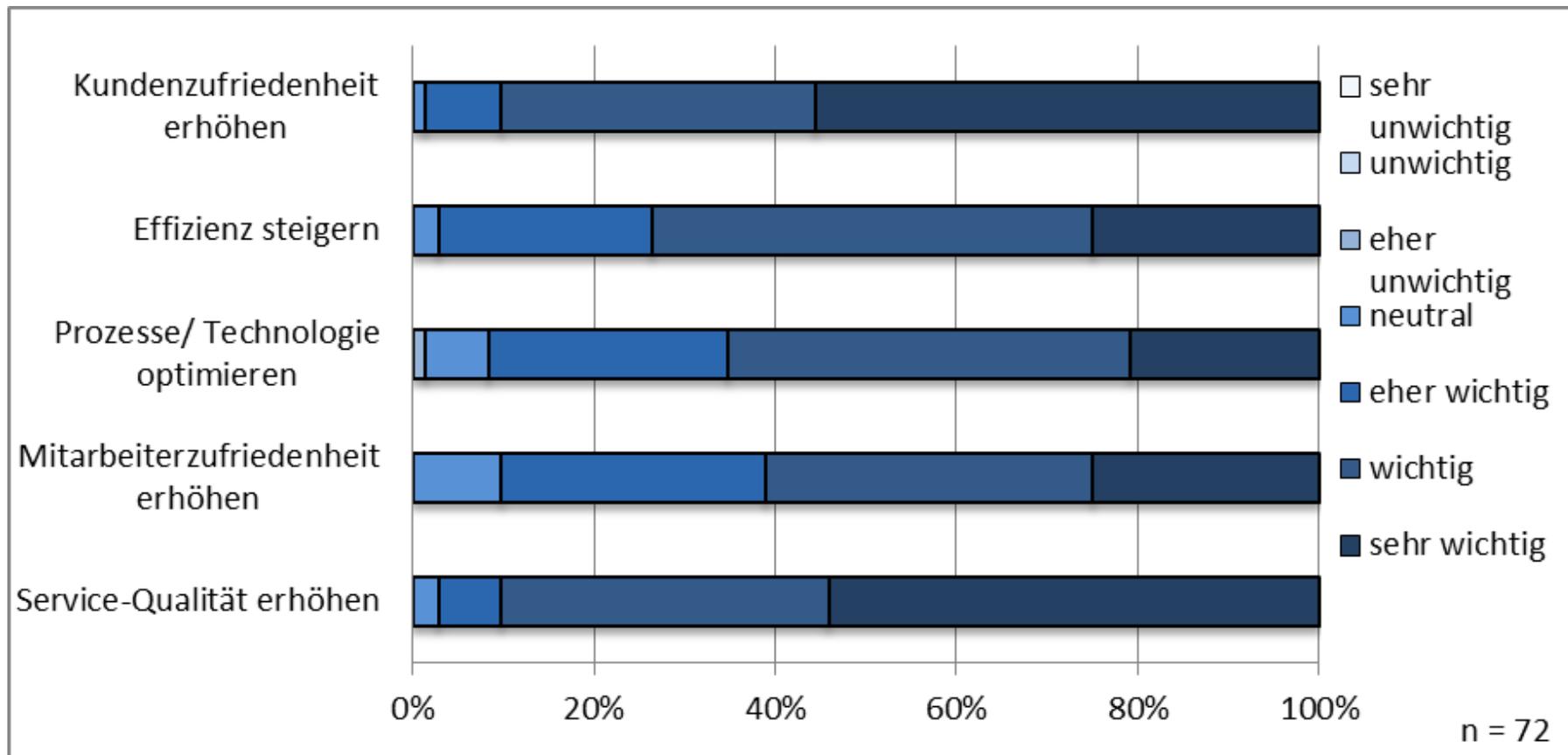


c r y s t a l p a r t n e r s

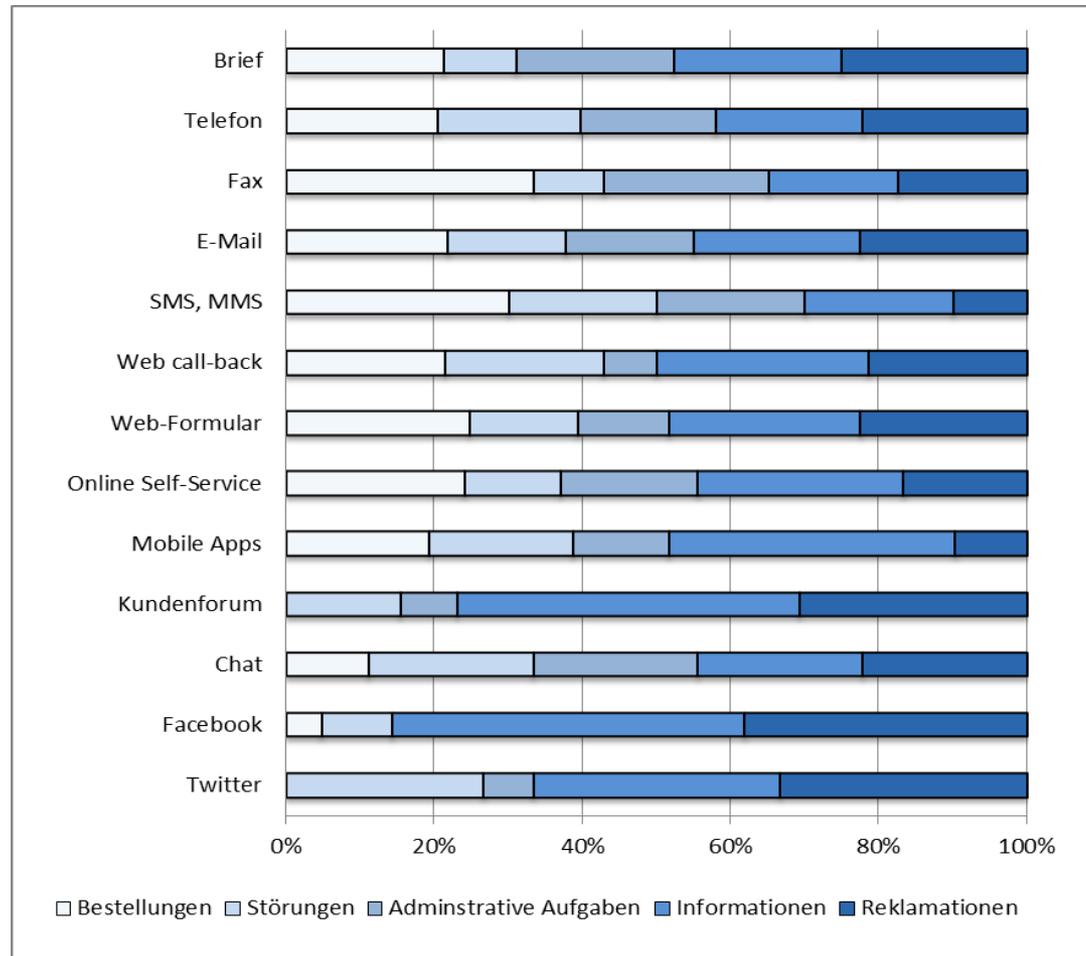
Framework „DIALOG-KPIs“



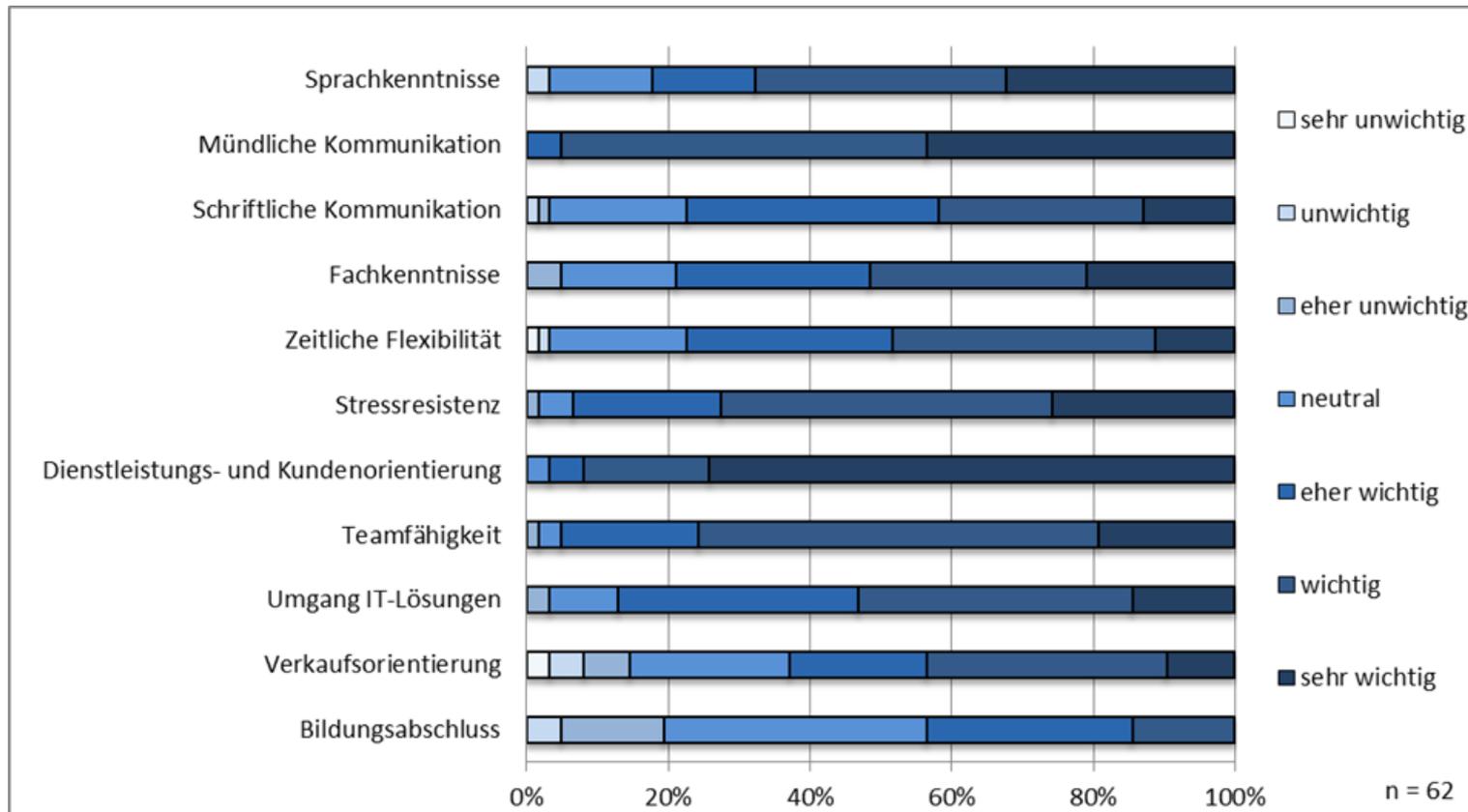
Ziele von Customer Contact Centern



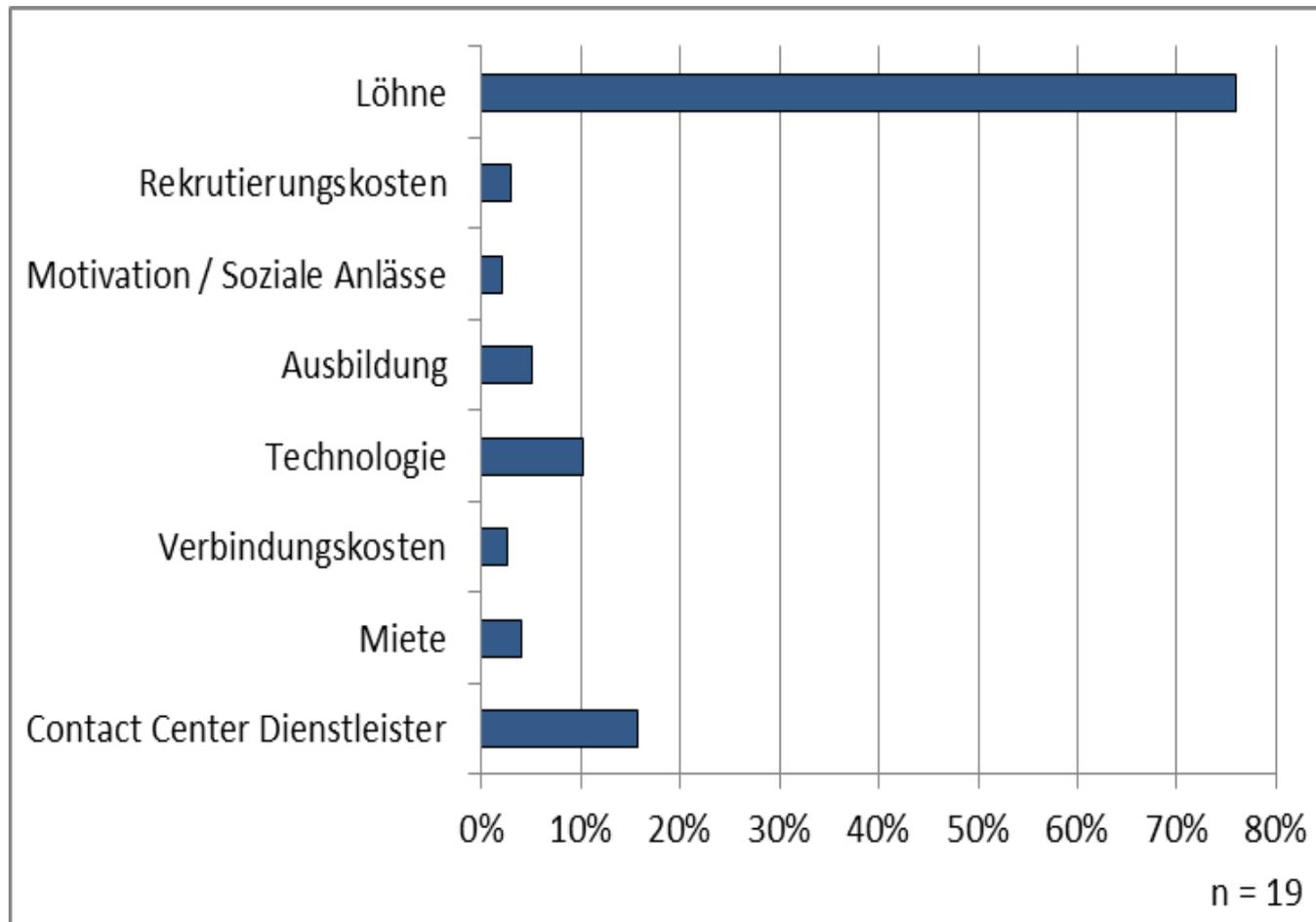
Kanäle und Kundenaktivitäten



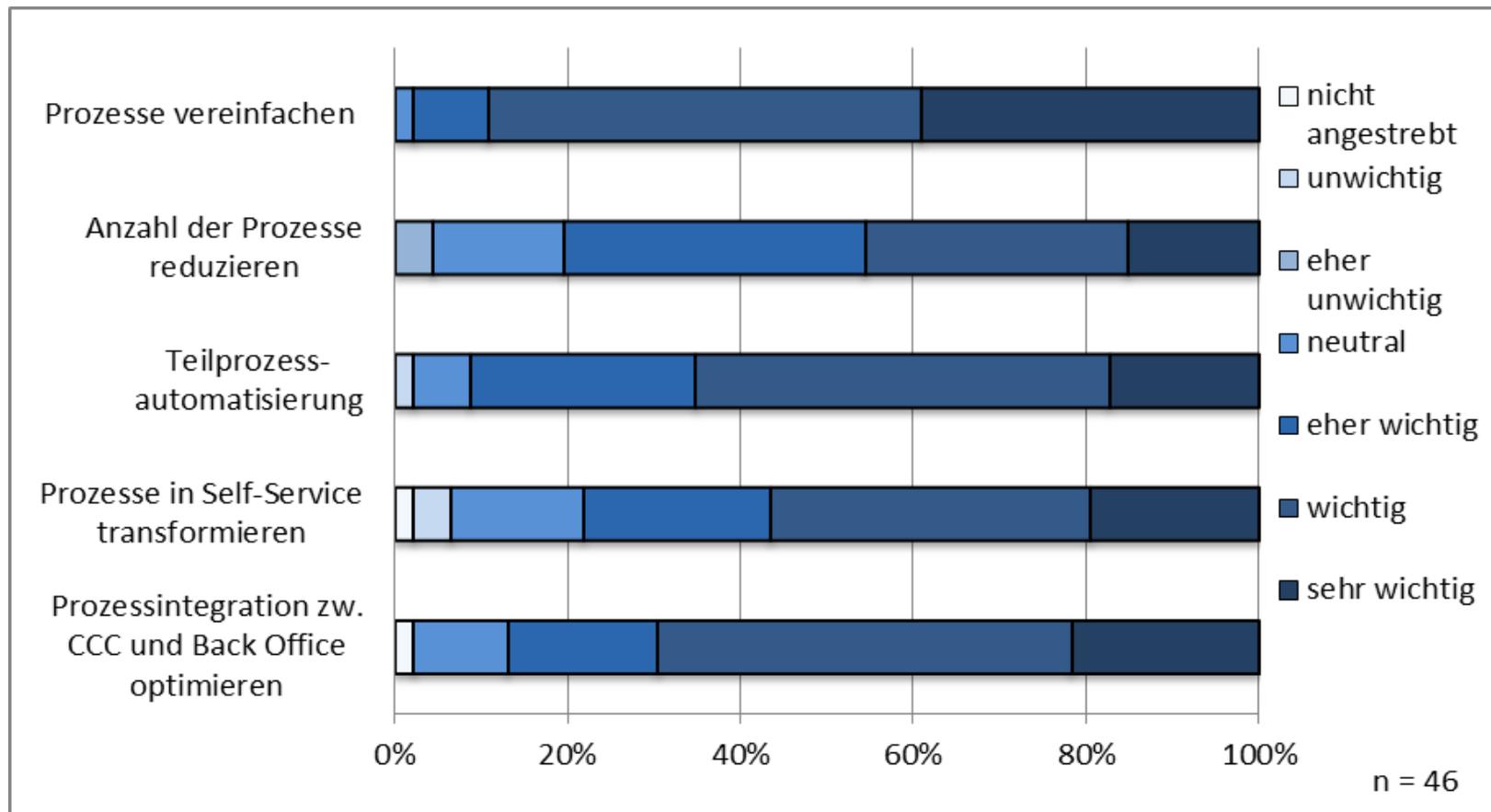
Auswahlkriterien zur Mitarbeiterrekrutierung



Kosten...



Prozessverbesserungen...



Servicelevel: Beantwortung der Kundenanliegen innerhalb eines Arbeitstages

Kanal	Tagesfertig
Telefon	98%
Online Self-Service	93%
Twitter	90%
Mobile App	88%
Facebook	85%
SMS, MMS	83%
Web call-back	75%
Fax	73%
Web-Forum	67%
E-Mail	63%
Brief	40%

Twitter / HVSVN: @BritishAirways @British_Airways ...

Suche Host D

 @HVSVN [Folgen](#)

@BritishAirways @British_Airways is the worst airline ever. Lost my luggage & can't even track it down. Absolutely pathetic #britishairways

← Antworten ↻ Retweeten ★ Favorisieren ... Mehr

21 RETWEETS 7 FAVORITEN

4:27 PM - 2 Sep 13

Ähnliche Titel

Furious British Airways passenger uses promoted tweet to ...
Yahoo! UK News @YahooNewsUK

 **JOEY** @JoePalmer_19 14h
@HVSVN @BritishAirways @British_Airways How is it their fault?
[Details](#)

 **British Airways** @British_Airways 6h
@HVSVN Sorry for the delay in responding, our twitter feed is open 0900-1700 GMT. Please DM your baggage ref and we'll look into this.
[Details](#)

 @HVSVN 6h
@British_Airways how does a billion dollar corp only have 9-5 social media support for a business that operates 24/7? DM me yourselves.
[Details](#)

 **British Airways** @British_Airways 6h
@HVSVN We can't DM you as you aren't following us. If you'd like assistance we will need your baggage reference.
[Details](#)

 **Ashiwaju ade** @bayo2001 6h
@British_Airways @hvsvn follow back
[Details](#)

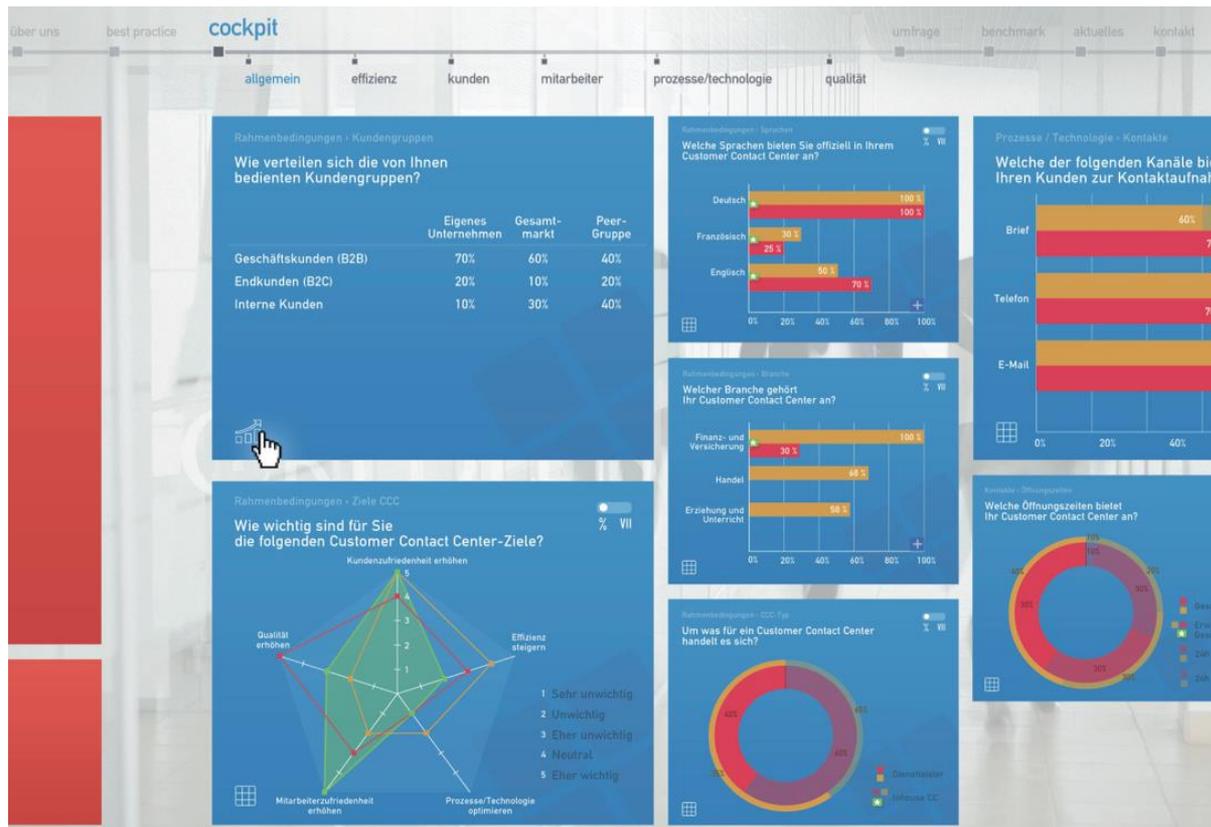
 @HVSVN 6h
@British_Airways Jesus. I have been following you already. Did you even bother to check?
[Details](#)

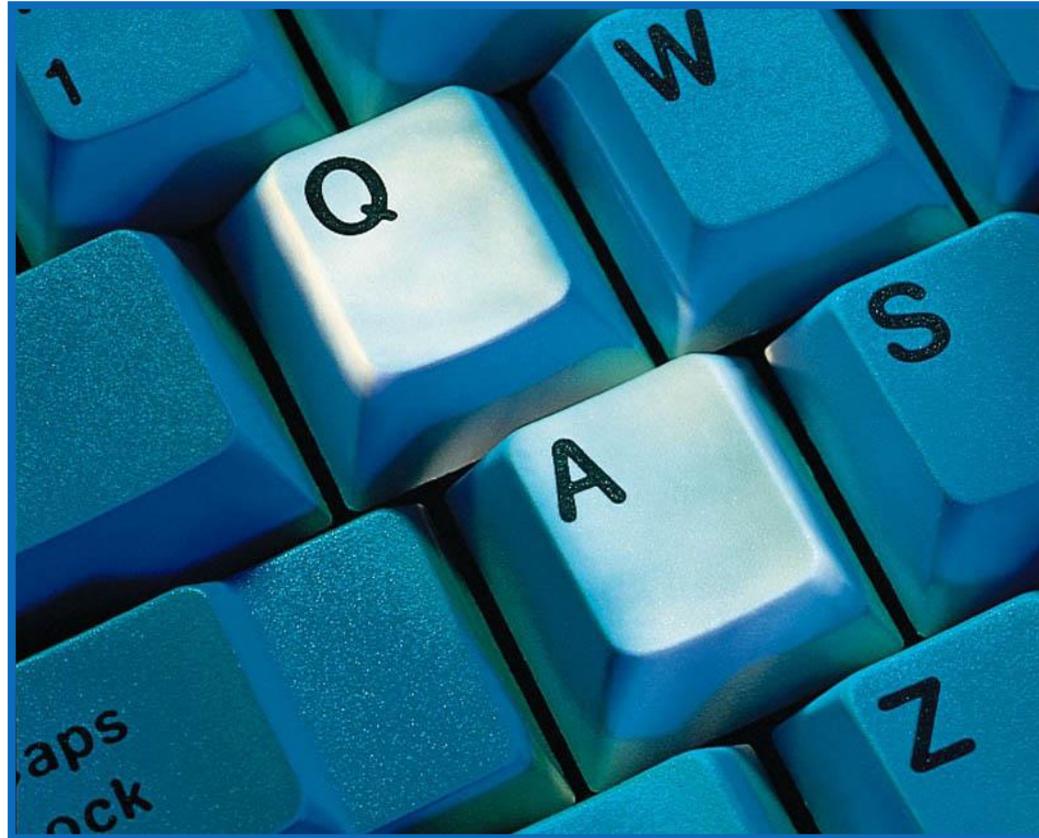
 **Danny Graham** @dagra2 6h
@HVSVN @British_Airways Wow. Someone's on the Social Media accounts trying to help and you're going out of your way to be incredibly rude.
[Details](#)

Nestlé's Abwehr gegen Empörungswellen



Aus DIMO wird das Service Excellence Cockpit





Merci fürs Zuhören!!!

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