Customer Service At A Reduced Cost

By The Numbers:

16

VARIABLES

65,536

COMBINATIONS

20%

REDUCTION IN
IN–PERSON
PAYMENTS

A Customer Service Department collected monthly payments from customers online, at self-service kiosks, by direct debit budget plans or in-person. The client was interested in reducing the number of in-person payments in favor of automated options, as the cost per payment was much lower.

Beginning in late 2011, the client introduced a pair of simultaneous statistical designs aimed at reducing traffic into the in-person payment centers. Unlike a typical Nobi experiment where all of the variables are toggled 'on' and 'off' some of the tested variables could only be turned on once for all branches and had to remain on (until proven or discontinued once and for all). In all, 16 interventions were tested over a 12-week period.

WHY WORK WITH NOBI? The mathematics in the simultaneous design, especially given the "all-on-stay-on" constraint are difficult to understand. Nobi has worked within this structure before and updated a series of proven design pieces to satisfy the need. The client was looking for expert implementation, as customer service could not be sacrificed during the test. Nobi's ability to implement an experiment and perform real time weekly data analysis was paramount to running a successful test.

AMONG THE FINDINGS: Results indicated about a 20% traffic reduction for in-person payments. Findings included local advertising/media release, maps to locate kiosks given to each branch customer, signage explaining alternative payment options and their greater ease, added kiosks, bill inserts, circulars to homes and call center scripting to encourage on-line payment. As is typical within any statistical design experiment, about half the interventions helped the client's goal and half proved a hindrance. System-wide implementation is currently underway with the test's success rate is expected to be surpassed as best practices have also been implemented with the final marketing messaging.