



Customer Experience Benchmarking Analysis: Awareness and Prospecting Stages

1. Determine how Bentley performed compared to its competitors

Three primary areas within the awareness and prospecting stages were identified to benchmark:

Official brand
website

Social media
platforms

Contact Centre

2. Identify areas where Bentley's performance could be improved.

3. Develop feasible recommendations that Bentley can choose to implement.

Who did we Benchmark?



BENTLEY



ASTON MARTIN



Mercedes-Benz



Ferrari



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- Methodology & 'best practice'
- Key findings
- Recommendations

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- Summary of recommendations

Aim: To determine whether the official brands' websites offered the user a luxury browsing experience

Methodology:

1. Developed criteria to benchmark the websites



2. From the analysis and external sources "Best Practice" was determined



3. Employed a weighted ranking system as a scale










1. Website Benchmarking Analysis

<u>Criteria</u>	<u>Best Practice</u>	<u>Name</u>	<u>Scale</u>
Clear information Architecture, Navigation & Usability	<ul style="list-style-type: none"> • Text and top menu are clear and legible. • Landing pages load quickly. • Easy to locate different sections of the website. • Mobile responsive web design. 	Usability	1-8
Calls to Action and Conversion to Social Media	<ul style="list-style-type: none"> • Ready opportunity for customer engagement • Calls for users to register interest • Ability to share pages via social media 	Action	1-6

1. Website Benchmarking Analysis

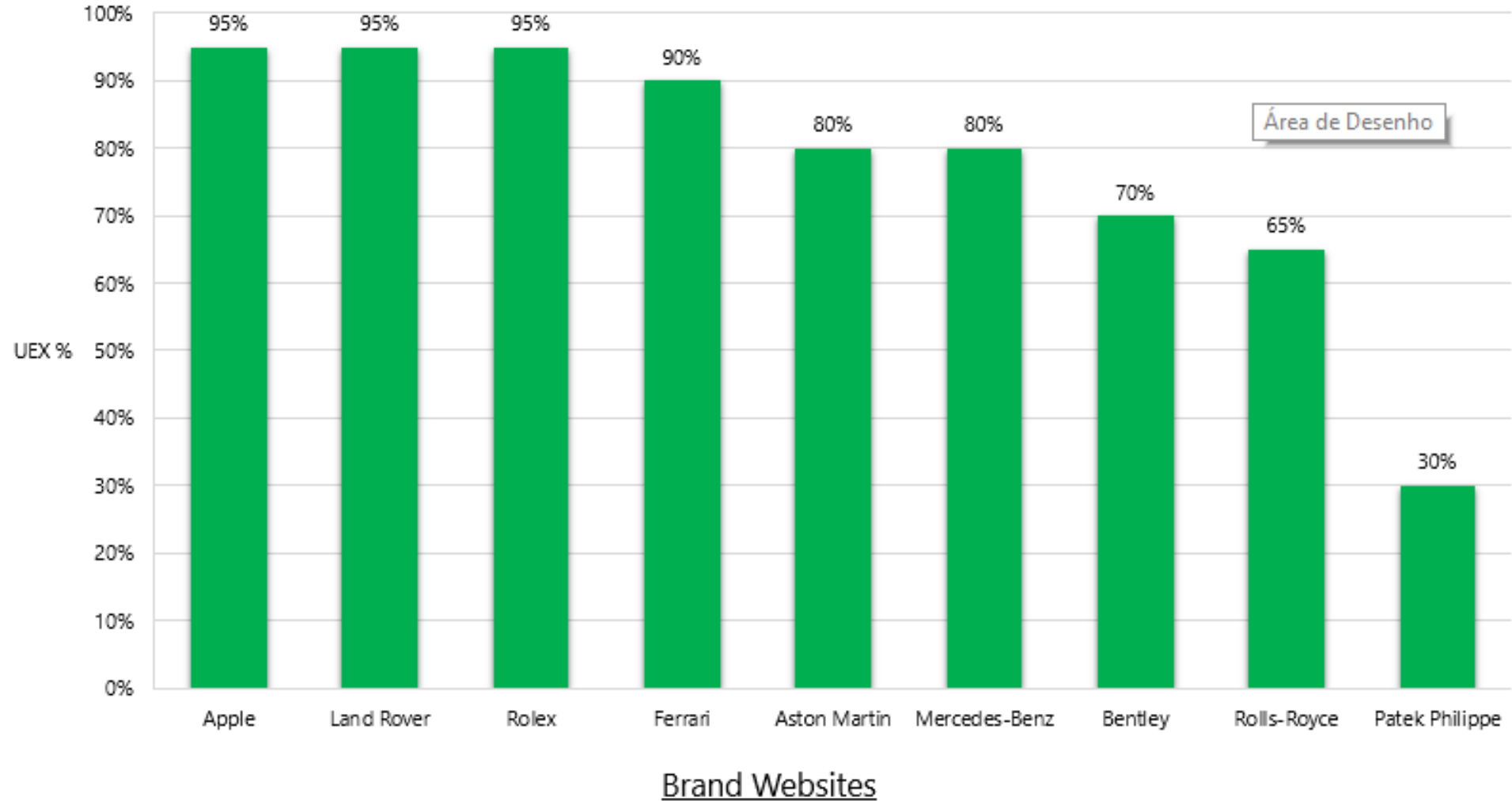
<u>Criteria</u>	<u>Best Practice</u>	<u>Name</u>	<u>Scale</u>
Visual Design and Aesthetic Appeal	<ul style="list-style-type: none"> • Site affords visual interest which is manifested in attractive font and formatting. • Use of photography, graphics and video • Website is reflective of the brand 'mood' and values. 	Visual	1-4
Content	<ul style="list-style-type: none"> • Website conveys information on products offered. • Website contains content which focuses on creating a brand 'story' 	Content	1-2

1. Website Benchmarking Analysis

Criteria	 BENTLEY	 ROLLS ROYCE	 ASTON MARTIN	 FERRARI	 Mercedes-Benz	 LAND ROVER	 ROLEX	 PATEK PHILIPPE GENEVE	
Usability 1-8 %	6 75%	5 63%	6 75%	6 75%	5 63%	7 88%	7 88%	3 38%	8 100%
Action 1-6 %	3 50%	4 67%	5 83%	6 100%	6 100%	6 100%	6 100%	1 17%	6 100%
Visual 1-4 %	3 75%	2 50%	3 75%	4 100%	3 75%	4 100%	4 100%	1 25%	3 75%
Content 1-2 %	2 100%	2 100%	2 100%	2 100%	2 100%	2 100%	2 100%	1 50%	2 100%
UEX 1-20 %	14 70%	13 65%	16 80%	18 90%	16 80%	19 95%	19 95%	6 30%	19 95%

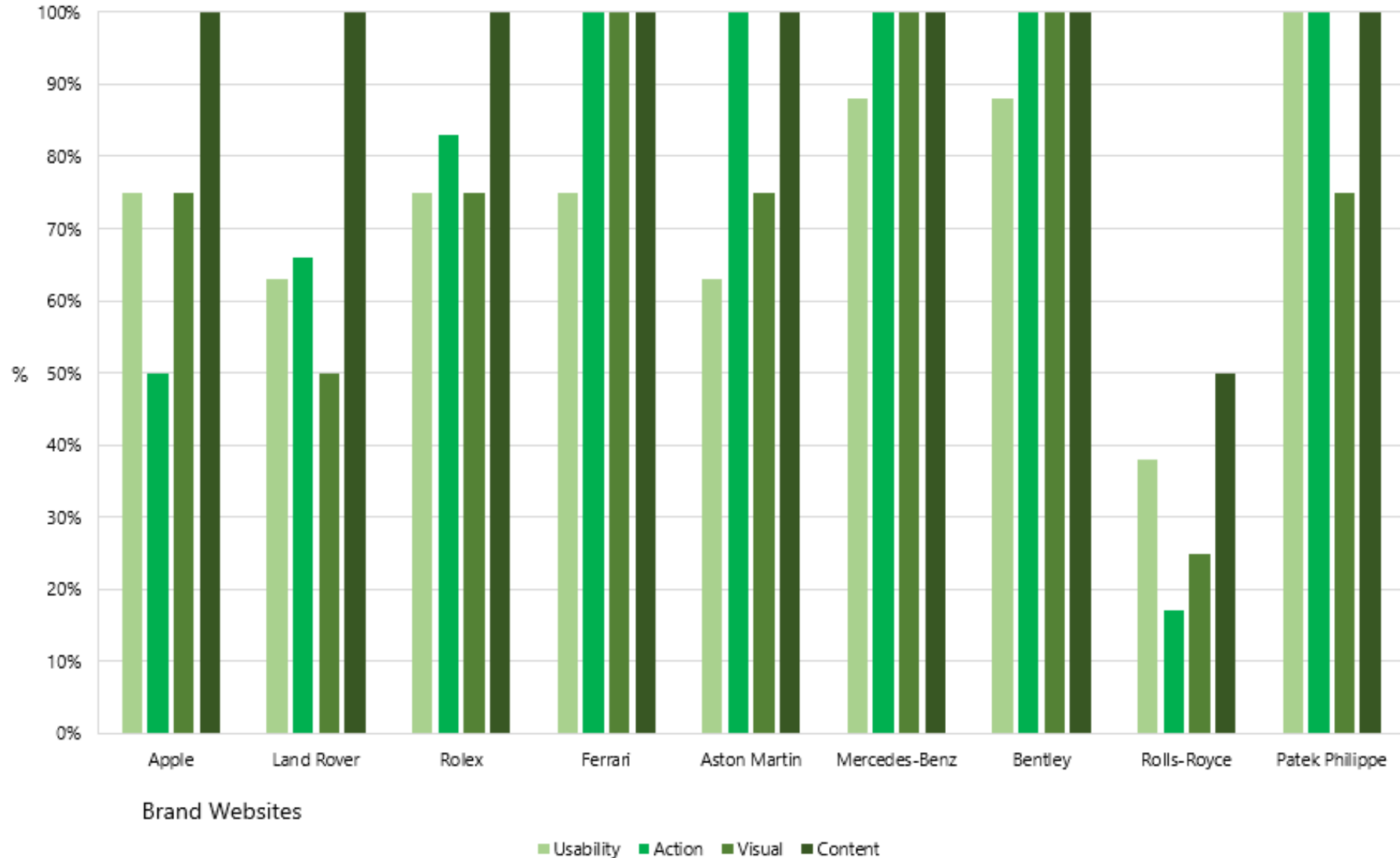
1. Website Benchmarking Analysis

Overall Brand Website User Experience



1. Website Benchmarking Analysis

Weighted Ranking Brand Website Criteria



Key findings for usability:



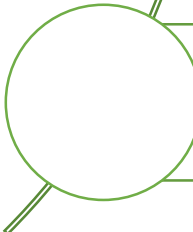
Due to multiple layers of flash technology many websites were slow to load.



Poor functionality especially apparent in the online vehicle configurator.

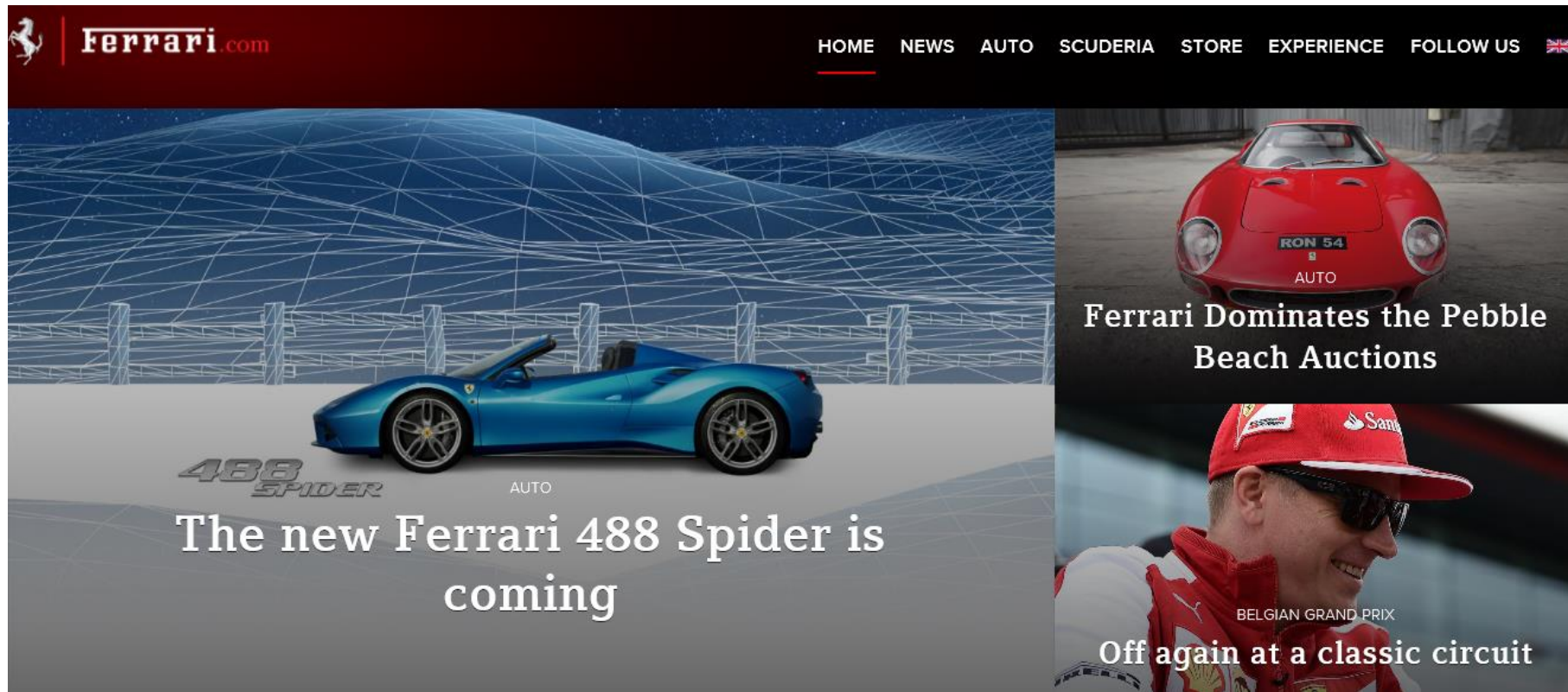


Use of Parallax scrolling made using the PC website difficult.



Majority of brands benchmarked use a traditional website layout, especially on the homepage.

1. Website Benchmarking Analysis



Ferrari's Current Homepage

1. Website Benchmarking Analysis



MODELS

WORLD OF BENTLEY

Bentley's homepage departs from traditional layout.

Key findings for Action:



Many websites were unable to capture and convert site traffic. Especially apparent in the absence of a 'share' icon.

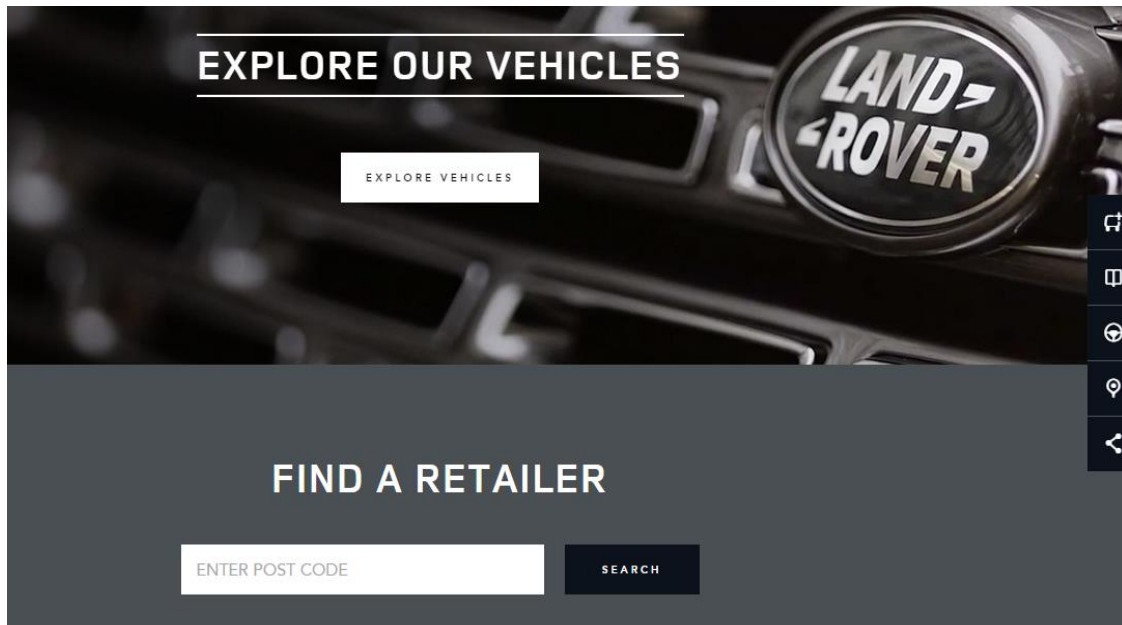


Missing opportunity to convert use of the online vehicle configurator to inquiries about the product and brand.

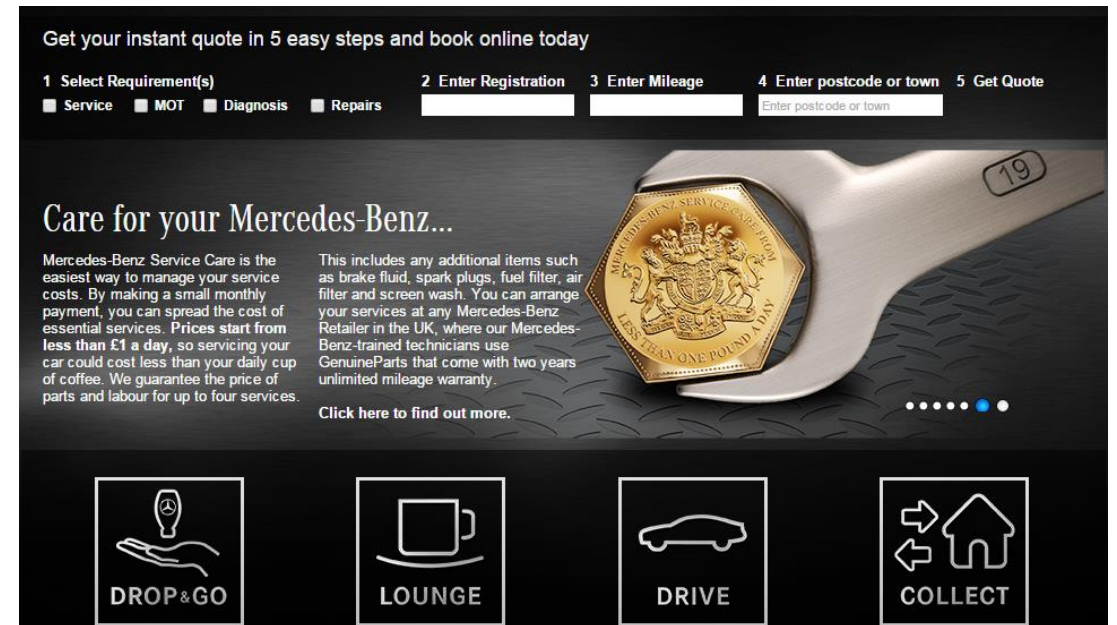


Calls to action varied greatly across the brands benchmarked.

1. Website Benchmarking Analysis

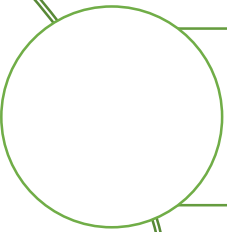


Land Rover clearly advertises calls to action on their homepage and throughout the website.



Mercedes calls to action via a 'my service portal' whereby a vehicle monetary quote is generated in five simple steps.

Key findings for Visual (I):



Brands capitalise on their visual and design resources to create an aesthetically appealing website.



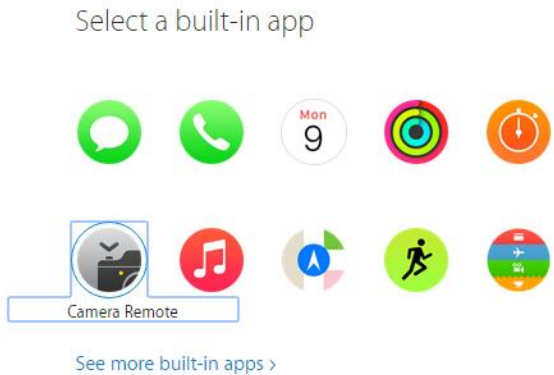
Generally, configurators were unimaginative and either slow to load or completely failed to load at times.



Some websites feature both attractive and user-friendly configurators.

1. Website Benchmarking Analysis

Discover some of the things
Apple Watch can do.

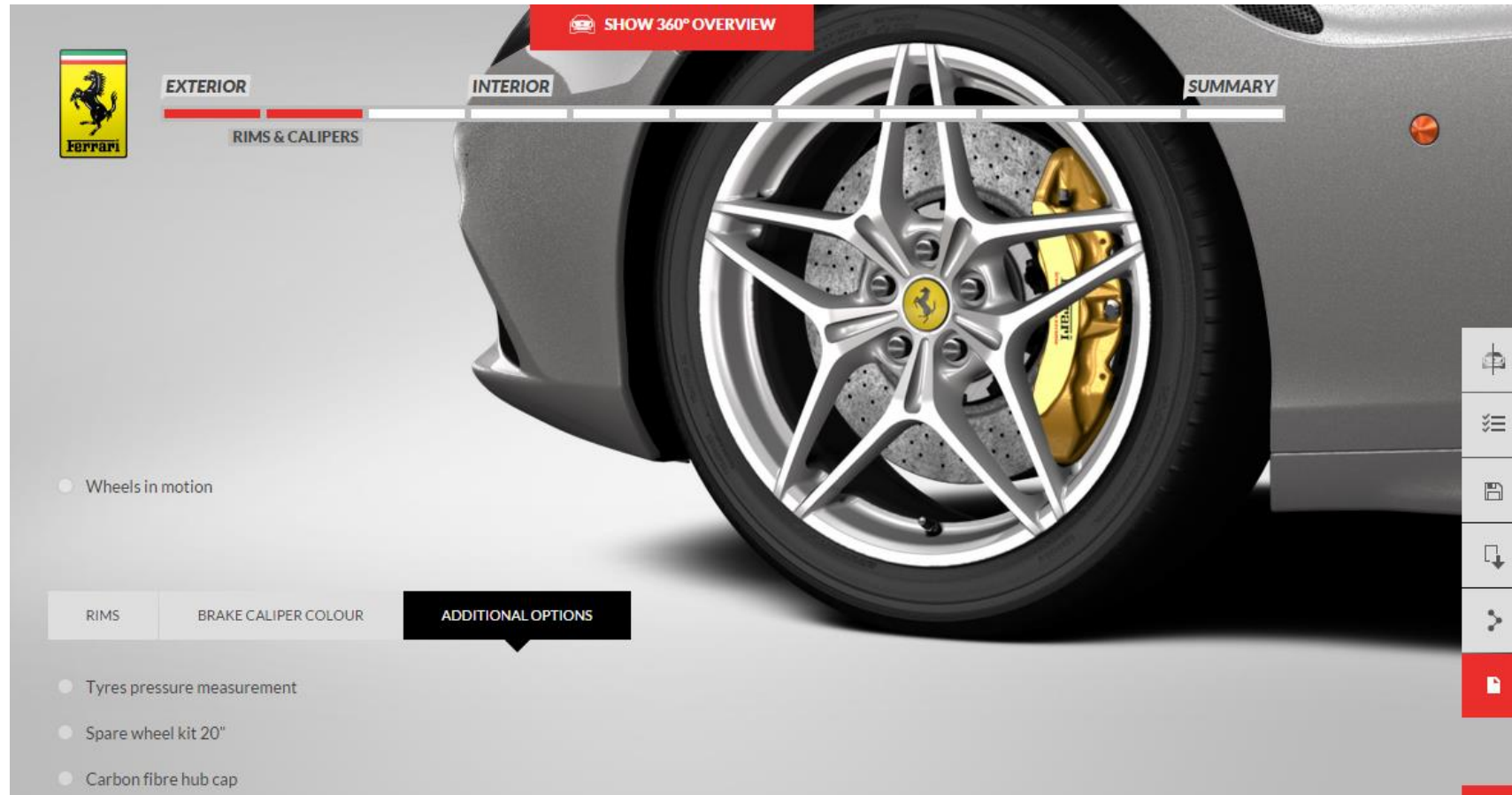


Apple's configurator



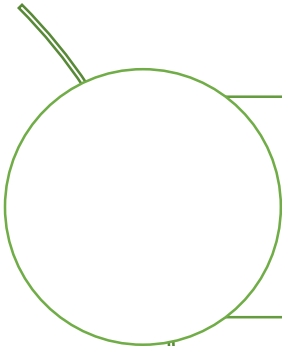
Rolex's configurator (note wishlist icon)

1. Website Benchmarking Analysis



Ferrari's wheel configurator

Key findings for Visual (II):

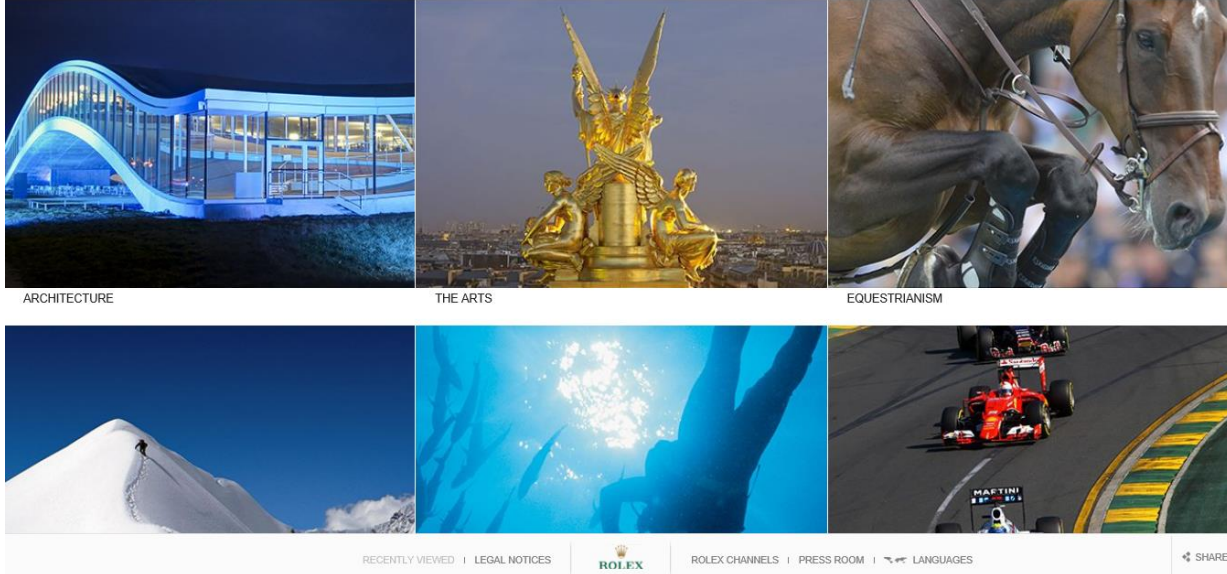


Disparity between the degree to which brands promote their respective events and experiences.



This is a vital component in a brand's ability, not only to express a luxury visual feel, but also to reflect the brand's 'lifestyle' via their website.

1. Website Benchmarking Analysis



World of Rolex

World of Bentley:



1. Website Benchmarking Analysis

1930s

The Phantom III was Rolls-Royce's first V12 engined car - a 60 degree unit of 7,340cc. Better known body styles are: Park Ward limousine and sedanca de ville; Hooper sedanca de ville. Performance for Park Ward limousine: 91.84mph and 0-60 in 16.8 seconds.

1920s 1930s 1940s 1950s 1960s 1970s 1980s 1990s The Present

Rolls Royce

HOME COMPANY COLLECTION COMMUNICATION INSIDER RETAIL NETWORK CLIENT SERVICE SEARCH LANGUAGES

Collectors Library

Since 1982, Patek Philippe has provided essential reference works for enthusiasts, collectors and dealers in fine watches. The volumes, covering pocket watches and wristwatches, have played a large part in the renewal of interest in finest quality horology. Today, each of the publications in the Patek Philippe Collector's Library explores the fascinating world of watches from a different angle. Beautiful photographs illustrate the watch references in the company's 160 years of production. These publications – from a detailed catalog to a unique book for a unique watch – contribute to a greater appreciation of horology and increase the pleasure of owning a fine watch. They will form the nucleus of every collector's library.

Patek Philippe Grandmaster Chime

The book produced by Patek Philippe is dedicated entirely to the centerpiece of the manufacture's 175th anniversary: the Patek Philippe Grandmaster Chime, uniting fine watchmaking and the rare handcrafts. The anniversary's masterwork, the Grandmaster Chime grand-complication wristwatch reinvents the music of time with a Grande Sonnerie, a Petite Sonnerie, a minute repeater and two unprecedented functions: an alarm that strikes the alarm time, and an acoustic date indication. This unique repertoire, enriched by an instantaneous perpetual calendar, is housed in a magnificent double-face case lavishly hand-engraved with a decoration of laurel leaves and fitted with a revolutionary reversing mechanism. The book follows the timepiece from its conception to

Patek Philippe Library

Recommendations:

1. Multi-Channel Connectivity

- Increase site traffic and brand awareness by facilitating 'sharing' website content across all the main social media platforms.
- This is especially pertinent to the online vehicle configurator.
- Create a dedicated webpage or social media forum where users can post their configured vehicle.
- Incorporate the ability to send the configured vehicle directly to dealers.

Recommendations:

2. Exclusivity via a user/owner's portal:

- Recommend that Bentley explore the option of creating a user portal.
- This would bring the brand in line with other brands benchmarked such as: Aston Martin; Mercedes-Benz; Apple; and Patek Philippe.
- User rewards could include additional content, competitions and previews of new models, etc.

Aims:

- 1) To discover which social media platforms are most frequently employed by brands.
- 2) To benchmark how each brand utilises respective social media platforms.
- 3) To rate these on a scale against what we determined to be 'best practice'.

Methodology:

1. List of social media sites currently used by the brands benchmarked.



2. Narrowed our focus to benchmark the 4 fastest-growing platforms: Facebook, Twitter, Pinterest and Instagram























3. Developed 4 criteria and 'best practice' for each.



4. Each brand's social media account was benchmarked against defined criteria on a scale of 1-5.

2. Social Media Benchmarking Analysis

Social Media Platforms									
Facebook 	✓	✓	✓	✓	✓	✓	✓	✗	✓
Twitter 	✓	✓	✓	✓	✓	✓	✓	✗	✓
Pinterest 	✓	✓	✓	✗	✓	✗	✓	✗	✗
Instagram 	✓	✓	✓	✓	✓	✓	✗	✗	✗
Linkedin 	✓	✓	✓	✓	✓	✓	✓	✓	✓
Google + 	✓	✓	✓	✓	✓	✗	✓	✗	✗
YouTube 	✓	✓	✓	✓	✓	✓	✓	✓	✓
Vine 	?	✗	✓	✗	✓	?	✗	✗	✗
Tumblr 	?	✓	?	?	?	✓	✗	✗	✗
Douban 	---	---	---	---	---	---	✓	---	---
Youku 	---	---	---	---	---	---	✓	---	---

2. Social Media Benchmarking Analysis

<u>Criteria</u>	<u>Best Practice</u>	<u>Name</u>
Content	<ul style="list-style-type: none"> Variety of Content including product and lifestyle content. Control of negative/spam content to ensure a positive consumer experience Number of posts/tweets & pins 	1-5 (1 being very poor and 5 being excellent)
Consumer engagement	<ul style="list-style-type: none"> Brand response to posts and comments No. of 'Retweets' and 'Repins' by users of brand content 	"

2. Social Media Benchmarking Analysis

<u>Criteria</u>	<u>Best Practice</u>	<u>Name</u>
Optimised Use of Respective Social Media Platform.	<ul style="list-style-type: none"> Content and Engagement is suitable and for that medium. Brand fully capitalises on the benefits afforded by the respective social media platform. 	1 to 5
Integration between platforms.	<ul style="list-style-type: none"> Content is shared between platforms to generate interest and awareness of other social media accounts and brand website. 	1 to 5

Key findings: Facebook

Brands' Facebook accounts which reflected a mixture of content (product, accessories and lifestyle and events) scored higher.

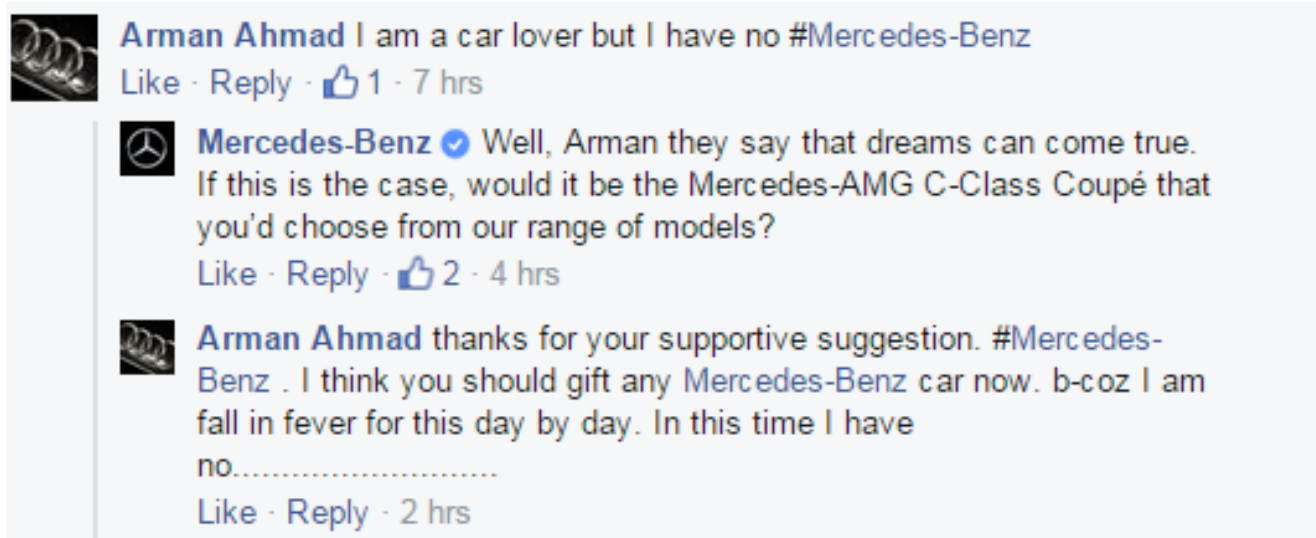
Brands differed in the level of engagement they encourage/facilitate on their page.

Similar impression in brands' handling of negative and harmful comments and content.



Land Rover's Facebook – Rugby Worldcup

2. Social Media Benchmarking Analysis



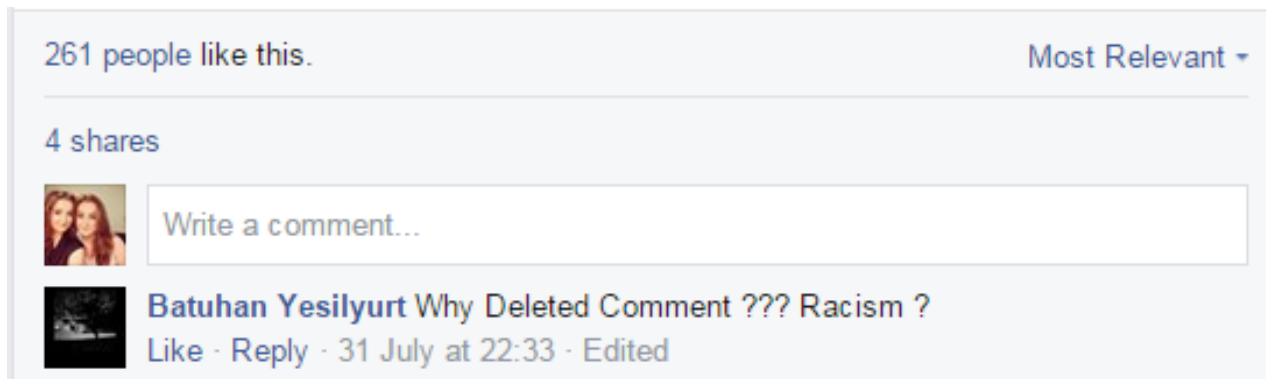
Arman Ahmad I am a car lover but I have no #Mercedes-Benz
Like · Reply · 1 · 7 hrs

Mercedes-Benz Well, Arman they say that dreams can come true. If this is the case, would it be the Mercedes-AMG C-Class Coupé that you'd choose from our range of models?
Like · Reply · 2 · 4 hrs

Arman Ahmad thanks for your supportive suggestion. #Mercedes-Benz . I think you should gift any Mercedes-Benz car now. b-coz I am fall in fever for this day by day. In this time I have no.....
Like · Reply · 2 hrs

Mercedes-Benz's Facebook

Bentley – negative comment example



261 people like this. Most Relevant ▾

4 shares

Write a comment...

Batuhan Yesilyurt Why Deleted Comment ??? Racism ?
Like · Reply · 31 July at 22:33 · Edited

Eg. of spam/non-brand related content



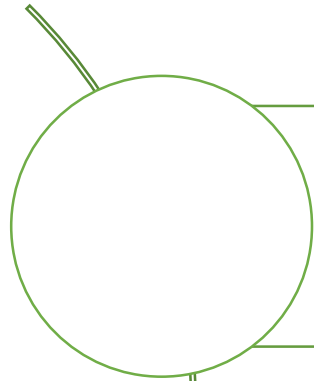
Alked Derhemi If there are art collectors there:
www.etsy.com/shop/ARTFOUNTAIN

ARTFOUNTAIN
If I would try to write about art, in the situation when I don't have any information about the public that is...
ETSY.COM | BY ARTFOUNTAIN

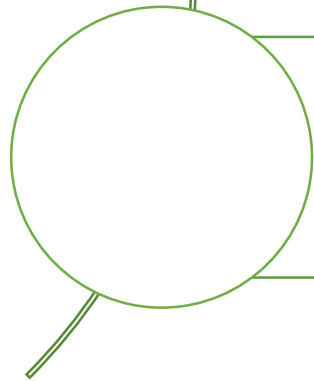
Like · Reply · 25 July at 21:22

2. Social Media Benchmarking Analysis

Key findings: Twitter

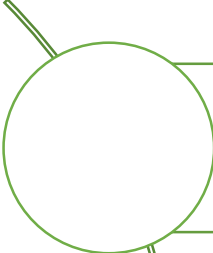


Understanding of the way brands promote awareness and generate excitement about upcoming products and events.



Clear in terms of tone used and Twitter traffic generated via retweets and securing brand advocates.

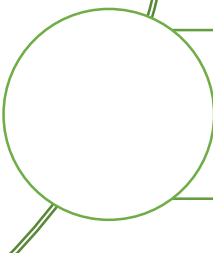
Key findings: Instagram



More women than men use visual-type platforms, notably Pinterest and Instagram.

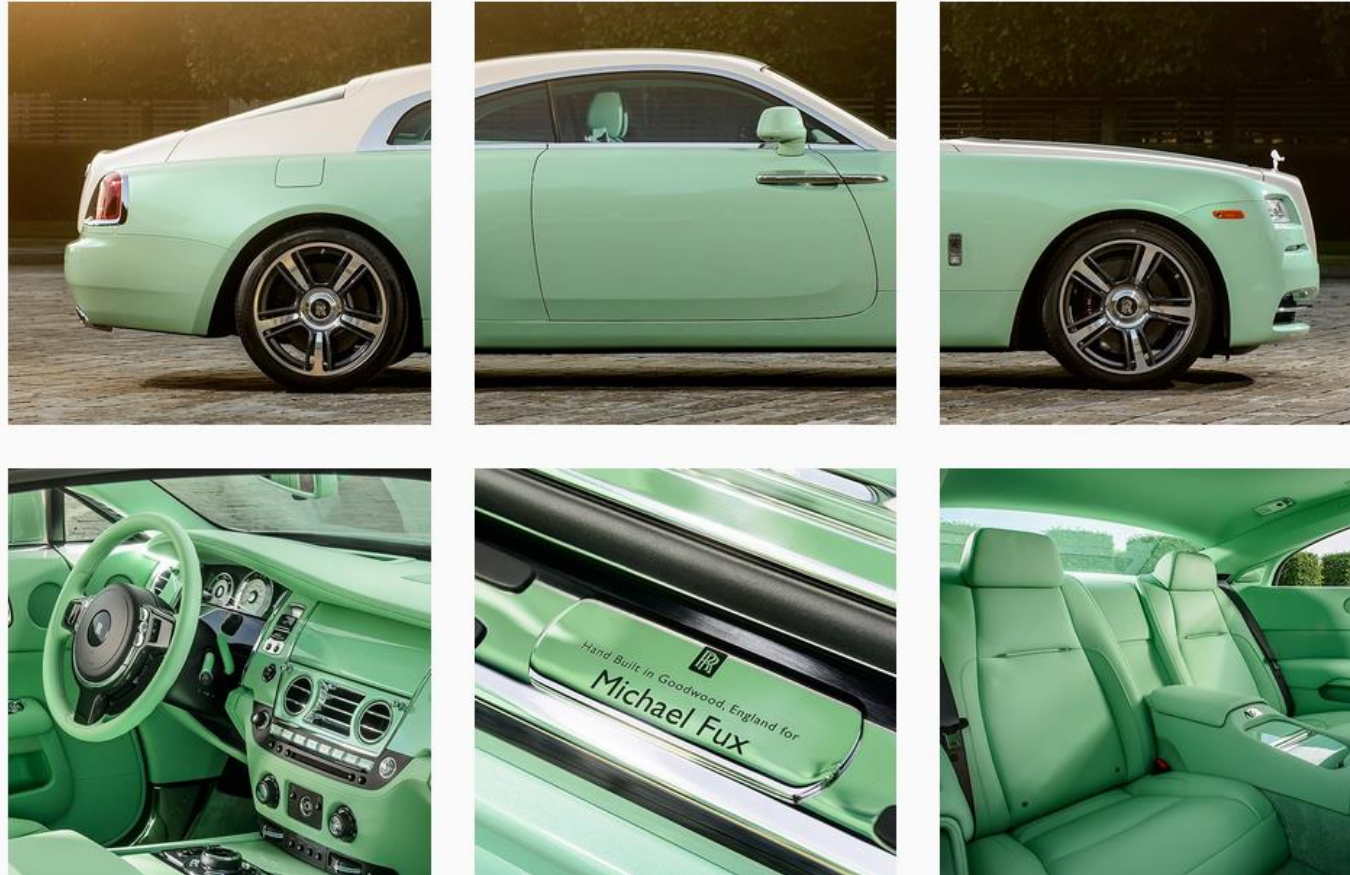


These image-based platforms are ideal to perpetuate a sense of the brand's 'lifestyle'.



Brands differed in the degree to which they translated the luxurious lifestyle image.

2. Social Media Benchmarking Analysis











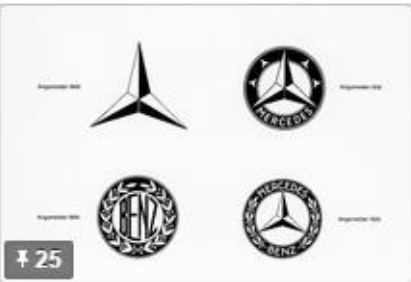








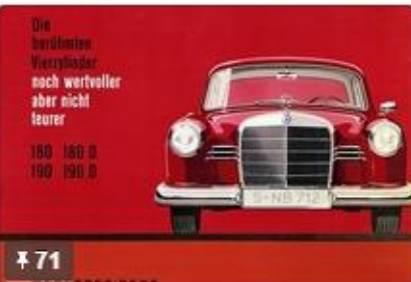

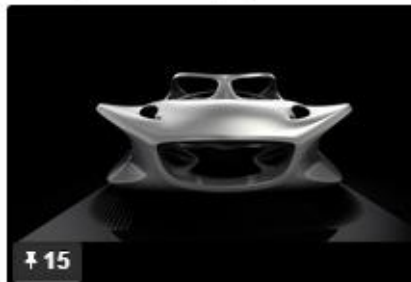


Rolls Royce Motors Official Instagram

2. Social Media Benchmarking Analysis

Mercedes-Benz – The best or nothing

Follow 

<p>Silver Arrows </p>  <p>₹ 28</p>  <p>Follow</p>	<p>Classic Events </p>  <p>₹ 76</p>  <p>Follow</p>	<p>Mercedes-Benz Museum </p>  <p>₹ 68</p>  <p>Follow</p>	<p>Mercedes-Benz Chronicle </p>  <p>₹ 25</p>  <p>Follow</p>	<p>Classic Workshop</p>  <p>₹ 18</p>  <p>Follow</p>
<p>Mercedes-Benz Classic St... </p>  <p>₹ 13</p>	<p>Dream Roads</p>  <p>₹ 83</p>	<p>Social Media Milestones</p>  <p>₹ 13</p>	<p>Mercedes-Benz Ads </p>  <p>₹ 71</p>	<p>Design Philosophy </p>  <p>₹ 15</p>

Recommendations:

1. Engage more with customers on social media platforms

- Brands should invest in directing their resources into monitoring their social media accounts.
- Social media is a two-way communication channel.
- Engaging with customers both generates a positive brand image and grows a brand's pool of advocates and future customers.

Aims:

1) To analyse how Bentley and its named competitors conduct their contact centre.

We will focus our analysis on 3 distinct areas:

3.1) Contact
Centre Footprint

3.2) Written
Enquiries

3.3) Phone
Enquiries

3.1 Contact Centre Footprint

Methodology:

1. Navigation through each brand's online contact centre



2. Developed criteria and best practice to benchmark the considered brands.



3. When applicable, scores were given on a scale from 1 to 5.

Criteria

Best Practice

Evaluation

Design	<ul style="list-style-type: none"> • Clean, intuitive, aesthetically-appealing architecture and structure. • Inclusion of interactive features demonstrating brand spirit. 	From 1 to 5
Ease of finding contact details on webpage	<ul style="list-style-type: none"> • Easy to access. Preferably on the top menu and/or lower general menu. • Contact tab should be provided throughout individual car models. 	From 1 to 5

3.1 Contact Centre Footprint










Criteria

Best Practice

Evaluation

Channels available for engagement	<ul style="list-style-type: none">• At the very least, brands should operate accounts on: Facebook, Twitter, Pinterest and Instagram.	-
Completion of online forms	<ul style="list-style-type: none">• Forms, if necessary, should always be brief and not require personal details that could be considered invasive.	Varies across dimensions considered

3.1 Contact Centre Footprint

Criteria									
Design	5	4	4	3	2	3	3	2	5
Ease to find contacts page	5	4	4	4	2	5	N/A	2	5
Channels for engagement	8	9	11	8	7	6	6	2	4

3.1 Contact Centre Footprint



Start typing and press 'Enter'



3.1 Contact Centre Footprint

Welcome to Apple Support

Learn about Apple products, view online manuals, get the latest downloads, and more. Connect with other Apple users, or get service, support, and professional advice from Apple.



Contact Us

We're here to help with all of your Apple products. From iPhone to iTunes, get support by phone, chat, or email, set up a repair, or make a Genius Bar appointment.

[Contact Support >](#)



Mac



iPhone



Apple Watch



iPad



Apple Music



iCloud



Apple ID



iTunes



Apple Support Communities

Find and share solutions with fellow Apple users around the world.

[Join the conversation >](#)

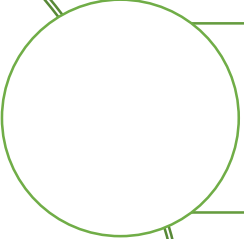
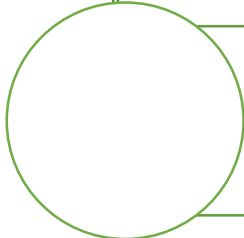
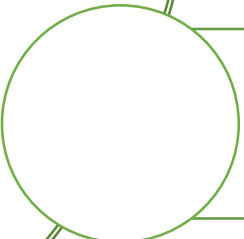
3.1 Contact Centre Footprint

Criteria



Criteria	Bentley	Rolls Royce	Aston Martin	Ferrari	Mercedes-Benz	Land Rover	Rolex	Patek Philippe Geneve	Apple
Completion of online forms:	5	4	4	3	2	3	3	2	5
1) Compulsory	✓	✓	✓	✓	X	X	N/A	✓	X
2) How much time?	1.31 min	1.42 min	2.03 min	0.54 min	1.02 min	N/A	N/A	0.43 min	N/A
3) N° of details	14	15	20	9	9	N/A	N/A	7	N/A
4) Degree of disclosure	3	3	5	2	2	N/A	N/A	2	N/A

Key findings:

-  **Design:** Bentley and Rolls-Royce rank highest regarding contact centre footprint. Mercedes was judged to be the worst.
-  **Channels available for engagement:** Aston Martin boasts the widest range of engagement channels advertised on its contact centre webpage.
-  **Completion of online forms:** Mercedes and Land Rover do not require the disclosure of any details whereas Aston Martin requests 20 separate details which we deemed as invasive.

Recommendations:

1. Advertise more engagement channels on contact centre page

- Bentley could consider using and advertising Asian social media platforms on its website such as Youku (500 million active users) and Douban, as Rolex does.

2. Allow customers to write an actual enquiry upon completion of online form

Aims:

To analyse how Bentley and its named competitors answer prospective customers regarding written enquiries.

Several dimensions will be considered:

Ease of
submitting an
enquiry

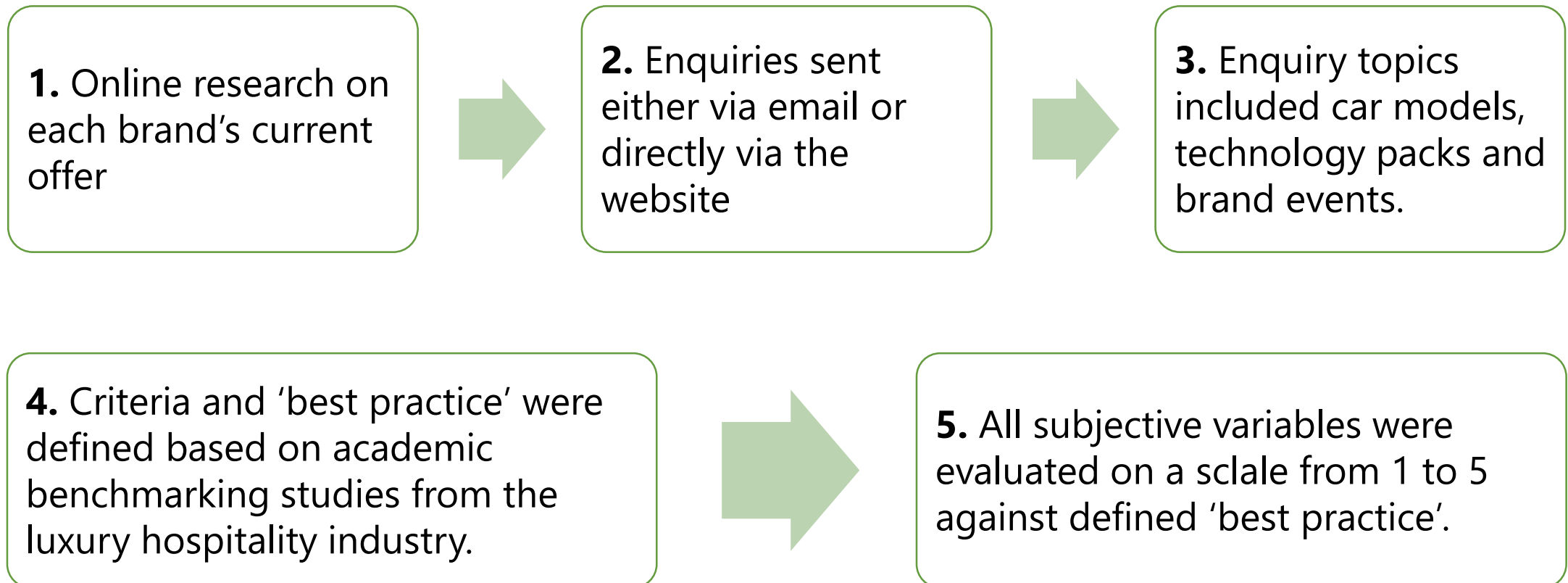
Degree of
interaction

Form of response

Content

Follow-up
communications

Methodology



3.2 Written Enquiries

<u>Criteria</u>	<u>Best Practice</u>	<u>Evaluation</u>
Ease of submitting a written enquiry	<ul style="list-style-type: none"> • Easy to submit due to available direct email address and/or online form. • Absence of submission errors which require the customer to refill the form. 	From 1 to 5
N° of Enquiries submitted	N/A	N/A
N° of answers received	<ul style="list-style-type: none"> • Brands answer and follow-up all legitimate enquiries and information requests. 	N/A
Degree of interaction	<ul style="list-style-type: none"> • Expected to show initiative in handling information requests and should encourage communication by follow-up emails/phone calls. 	From 1 to 5

3.2 Written Enquiries

Criteria

Best Practice

Evaluation

Average response time	<ul style="list-style-type: none"> Brands should answer to written enquiries in less than one day. 	Arithmetic average used
Form of response	<ul style="list-style-type: none"> Receipt of immediate automatic confirmation email to be followed by a personalised email. This should be polite and courteous in tone, correctly addressed and responds to the question asked. 	Varies across variables considered
Content of response	<ul style="list-style-type: none"> Includes: personalised subject line; appreciation of interest; grammatically correct; tone reflective of a luxury brand. 	Varies across variables considered

3.2 Written Enquiries










Criteria

Best Practice










Evaluation

Follow-up communication	<ul style="list-style-type: none">• Opportunity for brand to demonstrate initiative and encourage consumer engagement.	Initiatives are described where applicable
Overall experience	<ul style="list-style-type: none">• End impression created from a brand's performance in each of the criteria listed.	From 1 to 5

3.2 Written Enquiries

Criteria	 BENTLEY	 ROLLS ROYCE	 ASTON MARTIN	 Ferrari	 Mercedes-Benz	 LAND-ROVER	 ROLEX	 PATEK PHILIPPE GENEVE	
Ease to submit an enquiry	2*	3	3	3	4	5	N/A	3	N/A
Nº of enquiries made	2*	2	1	2	2	2	N/A	1	N/A
Nº of answers received	0	2	1	1	2	1	N/A	0	N/A
Degree of interaction	0	5	2	2	4	3	N/A	0	N/A
Average response time	-	3.6h	87.23h	9.05h	34.67h	10.3h	N/A	-	N/A

3.2 Written Enquiries

Criteria									
Form of response									
a) Automatic response?	✓	✓	✓	X	✓	X	N/A	✓	N/A
b) Personalised email?	X	✓	✓	✓	✓	✓	N/A	X	N/A
c) Direct phone call	X	X	X	X	X	X	N/A	X	N/A
Content of response									
a) Subject line quality	4	5	2	3	2	2	N/A	2	N/A
b) Appreciation of interest	✓	✓	✓	✓	✓	✓	N/A	X	N/A
c) Greeting	X	✓	✓	✓	✓	✓	N/A	X	N/A
d) Quality of content	3	4	4	3	5	5	N/A	1	N/A
e) Adequacy of answer	2	4	4	2	5	5	N/A	0	N/A
f) Direct contact details	X	✓	✓	X	✓	✓	N/A	X	N/A
g) Invitation to get in touch again	X	✓	✓	X	✓	✓	N/A	X	N/A
h) Collateral received?	X	✓	X	X	E-brochure	E-brochure	N/A	X	N/A

3.2 Written Enquiries

Criteria



Criteria	Bentley	Rolls Royce	Aston Martin	Ferrari	Mercedes-Benz	Land Rover	Rolex	Patek Philippe Geneve	Apple
Follow-up communications									
a) Via email?	X	✓	X	X	X	X	N/A	X	N/A
b) Invitation for events	X	X	✓	X	✓	X	N/A	X	N/A
Overall experience	2*	5	3	3	5	4	N/A	1	N/A

3.2 Written Enquiries



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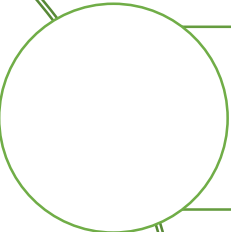
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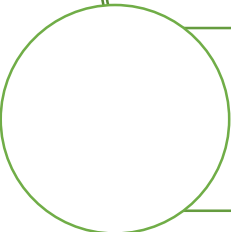
LATEST NEWS FROM BENTLEY

3.2 Written Enquiries

Key findings (I):



Ease of submitting written enquiry: Bentley ranked the lowest as we experienced submission errors. Land Rover ranked the highest as it demonstrated friendly and supportive behaviour.



Enquiries made & answers received: Mercedes and Rolls Royce ranked the highest and responded to all enquiries made. Patek Philippe and Bentley ranked the lowest.



Degree of interaction: Rolls Royce ranked the best. Encouraged and maintained communication and posted out print collateral.

Key findings (II):

Form of response: Received automatic emails from all brands. Bentley and Patek Philippe were the only brands who failed to follow-up with a personalised email.

Content of response: Rolls Royce, Land Rover and Mercedes gave the most satisfactory answers: sent links with specific information and e-brochures.

Follow-up: Without prompt, Rolls Royce and Mercedes sent follow-up emails after initial correspondence. Aston Martin responded with an event invitation.

Overall experience: Bentley failed to meet our expectation. Rolls-Royce ranked highest due to continued interaction and by demonstrating initiative.

Recommendations:

1. Maintain an open enquiry policy

- Bentley is missing an opportunity to engage with potential advocates and customers by 'filtering' enquiries received.

2. Provide a direct email address for enquiries

Aims:

To analyse how Bentley and its named competitors answer enquiries via phone call and what initiatives are taken after.

Methodology

1. Available phone contacts were tested during contact centre opening hours of each brand.



2. Enquiries referred to written enquiries already sent.



3. All calls were recorded and transcribed.

3.3 Phone calls to Contact Centre

Criteria

Best Practice

Evaluation

Call was answered?	<ul style="list-style-type: none"> When possible, calls should always be answered. 	-
Time to answer the call	<ul style="list-style-type: none"> As soon as possible. 	-
Length of each call	<ul style="list-style-type: none"> Should be determined by customer need. 	-
Who have we spoken to?	<ul style="list-style-type: none"> Either contact centre or dealer. 	-

3.3 Phone calls to Contact Centre










Criteria

Best Practice










Evaluation

Experience	<ul style="list-style-type: none"> • Experience should be courteous and reflective of the luxury brand. • Customer enquiry should answered and follow-up support should be provided. 	From 1 to 5
Content	<ul style="list-style-type: none"> • Answers should be informative and provide value to the customer. 	From 1 to 5
Follow-up communication	<ul style="list-style-type: none"> • Customers should receive follow-up phone calls/emails to provide further support. 	-

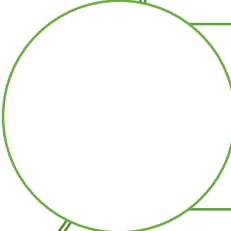
3.3 Phone calls to Contact Centre

Criteria									
Call answered?	✓	✓	N/A	X	X	✓	N/A	N/A	N/A
Time to answer the call?	4s	13s	N/A	X	X	11s	N/A	N/A	N/A
Length of each call	5.11 min	5.37 min	N/A	X	X	6.46 min	N/A	N/A	N/A
Who have we spoken to?	Contact centre & Dealer	Contact centre	N/A	X	X	Contact centre	N/A	N/A	N/A

3.3 Phone calls to Contact Centre

Criteria									
Experience:									
a) Tone	Emphatic	Direct	N/A	X	X	Supportive	N/A	N/A	N/A
b) Politeness	5	4	N/A	X	X	4	N/A	N/A	N/A
c) Degree of support provided	5	3	N/A	X	X	5	N/A	N/A	N/A
Content:									
a) Adequacy of information	4	3	N/A	X	X	4	N/A	N/A	N/A
b) Initiatives taken	Brochures Showroom	X	N/A	X	X	X	N/A	N/A	N/A
Follow-up communication	X	X	N/A	X	X	X	N/A	N/A	N/A

Key findings:

-  Bentley was the easiest brand to contact via phone, very engaging and courteous throughout the conversation.
-  Clear trend of brands directing customers to dealerships.

Recommendations:

1. Create a 'live chat' to support customers online and in real time

- Studies have shown that customers conduct the majority of their product research online. Bentley could implement this option to facilitate discussion in real time as featured on Apple's website.

Website Benchmarking Analysis

- Multi-channel connectivity
- Exclusivity via a user/owner's portal

Social Media Benchmarking Analysis

- Engage with more customers on social media platforms

Contact Centre Benchmarking Analysis

- Advertise more engagement channels on contact centre page
- Allow customers to write an actual enquiry
- Provide a direct email address for enquiries
- Maintain an open enquiry policy
- Create a 'live chat' to support customers online and in real time

Thank you very much for your time.

Any questions?