



ORANGE INDEX[®]
CUSTOMER SERVICE BENCHMARKING
& SOCIAL PROFILING



Customer Experience Measurement and the Ask Afrika Orange Index[®]

The progress in our understanding of customer satisfaction has stagnated over the past 10 years with academics focusing on important but practically irrelevant aspects such as the theoretical differences between customer satisfaction and service quality and which of these is an antecedent or consequence of the other. Meanwhile, the field of behavioural economics and the widespread availability of different technologies to collect customer data have propelled the measurement of customer service forward.

The Customer Experience Pyramid

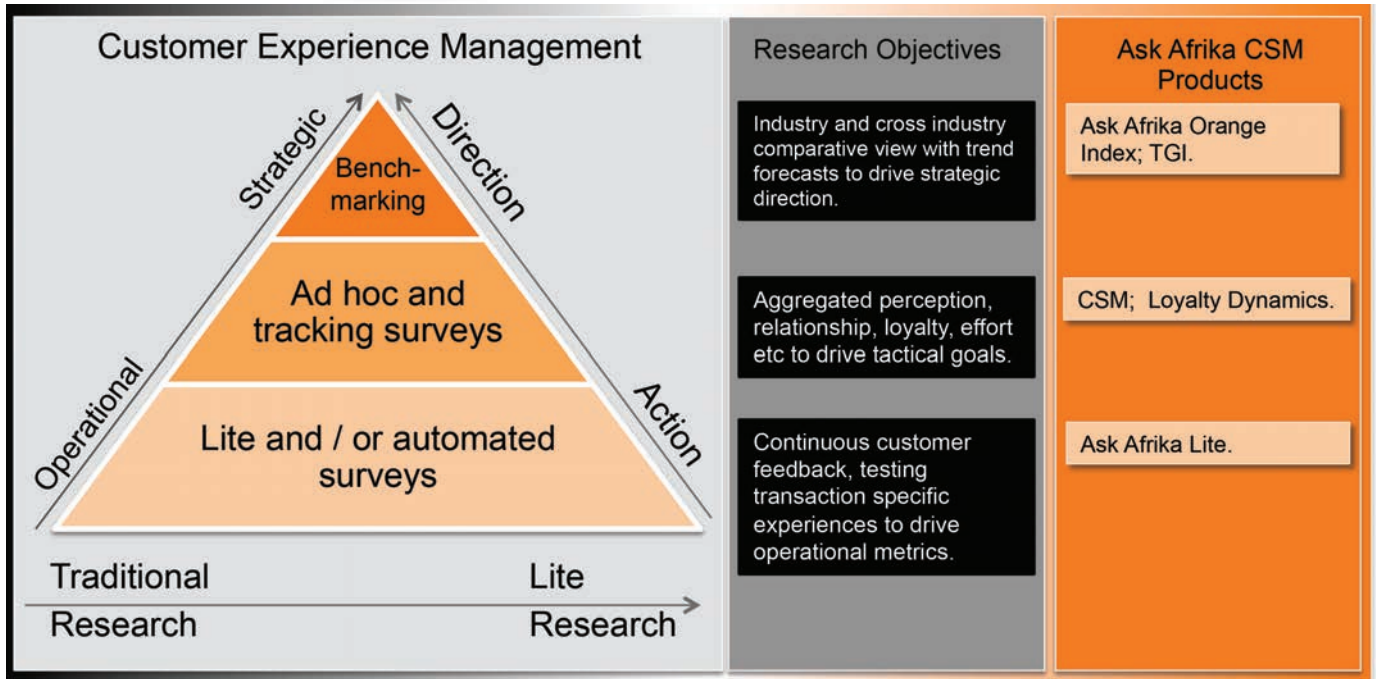
The measurement of customer service needs to be embedded in strategy formulation and execution. To achieve this different products are required at different times of the strategy formulation- execution cycle. Ask Afrika offers a three tiered approach to define and control service strategies:

- At an operational level we are able to offer a solution that can capture customer feedback in near-to real time through a variety of platforms and channels, be they IVR's, email, SMS etc. This type information is perfect to ensure that the hygiene day-day operational metrics and KPI's are been delivered to expectation, it also allows for an immediate assessment of how the consumer feels about the service encounter, which we now know is a better measurement of service experiences than asking people what they think about the service. Other advantages of this product include immediate online reporting, fast turnaround times, cost effectiveness and allows for the measurement of individual service staff.
- This first level of measurement can only take an organisation so far. What is also needed is a tactical approach to drive service strategy. To do this monthly, quarterly or bi-annual measurement, depending on the context, is required. During this phase, the numerous dimensions of service need to be explored more fully.

Aspects such as humanness, first call resolution, effort, reliability, responsiveness empathy, customer satisfaction, loyalty and so forth need to be measured and tracked in detail so as to provide a model to drive service improvements. These results are work-shopped in the organisation to ensure that action plans follow. More traditional survey methods such as CATI, Online or CAPI are usually employed during this phase.

- The final level of measurements relates to benchmarking and trend forecasting, which provides an important launchpad from which service strategy formulation can begin. Our primary offering in this sphere is the Ask Afrika Orange Index[®] that provides an industry wide benchmark of service levels and trends in the South African Market. This allows for within industry and between industry competitor benchmarking. Our advisory team will integrate all 3 levels of measurement into a single coherent formulation of where you need to be going and how you are progressing towards that goal.





“Feelings have a critical role in the way customers are influenced”

David Freemantle

New dimensions to service measurement

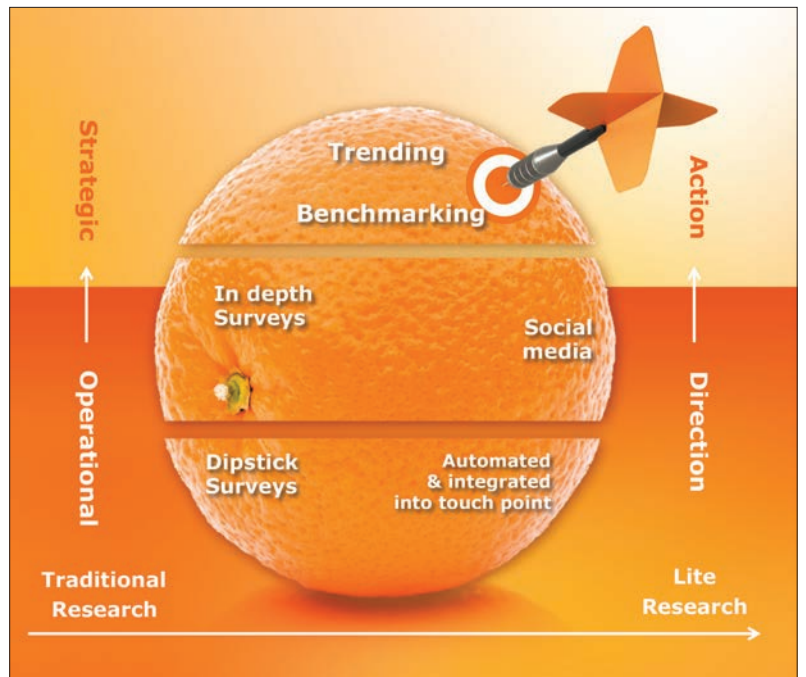
- Emotional response modelling to the service experience
- Social media sentiment analysis

Benefits

- Reduce customer churn
- Increase customer spend
- Reverse sales losses
- Increase customer spending repertoire

This product will appeal to:

- CEO's, Customer Service Executives, Heads of Channels and Researchers that want a holistic framework from which to devise and control service strategies.
- Organisations interested in benchmarking themselves against peers and best practice in other industries.





ORANGE INDEX[®]

CUSTOMER SERVICE BENCHMARKING & SOCIAL PROFILING



The Ask Afrika Orange Index[®] – More than an Index....Strategic Insight

The Ask Afrika Orange Index[®] is celebrating its 14th year this year and with its meticulous research and expert collaboration once again provides the foundation for in-depth discussions on service trends and diagnostics in the South African corporate and consumer landscape. This benchmark is known for its singular breadth.

The Ask Afrika Orange Index[®] covers over 32 industries and 155 companies and has been at the forefront of service benchmarking since 2001. The Ask Afrika Orange Index[®] is the broadest and most widely-referenced service excellence benchmark in South Africa.

Organisations wanting a competitive advantage through service can participate in the Ask Afrika Orange Index[®] by sponsoring an industry which will give them exclusive rights to the sector insights or they can purchase customised reports to suit their needs.

WHEN?	DATA COLLECTION May – June	RANKING July	ANALYSIS & REPORTS August – September	EVENT & PUBLICATION October
WHO?	155 companies across 32 industries			
WHAT?	10 Benchmarks: Overall Sat; TCF; FCR; NPS; CES; Call Centre Index; Emotional consistency; Trust; Reputation			
HOW?	Syndicated telephonic Surveys			

The Ask Afrika Orange Index[®] – Call Centres

Ask Afrika now also brings the largest Call Centre Customer Service Benchmark to the South African market. The survey is based on the same widely acclaimed and respected Ask Afrika Orange Index[®] methodology which allows for an integrated view of service by channel type.

The Index provides a ranking of the top call centres in South Africa and also give us insight into how the call centre environment contributes or detracts from general service perceptions.

Benchmarking allows you and your team to know where your call center stands today relative to your competitive set and the industry at large. This creates an understanding of how your service rates as compared to other call centers and also provides a baseline measurement against which future changes can be compared.





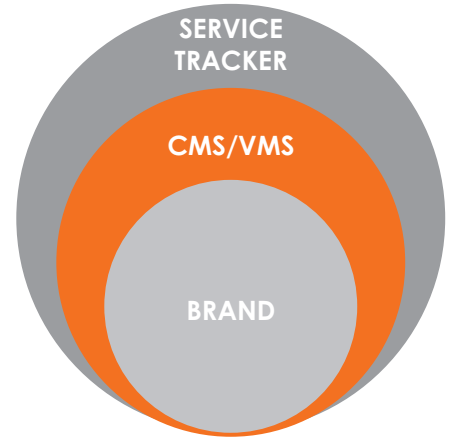
ORANGE INDEX[®]

CUSTOMER SERVICE BENCHMARKING & SOCIAL PROFILING



Overall Business Benefits

- Customisable questions
- Service driver importance and performance
- Generic capability to integrate with current measures & tactical tracking
- Competitor ranking
- Trended data
- Explore service innovation opportunities
- Local Consumer Social Consciousness Trends and how it shapes consumer expectations
- External validation of service performance
- Service consistency across value chain
- Determine which part of the service strategy works



ROIC by Department

Marketing:

Branding alignment, trending and global tracking to best assist you in positioning your PR and Marketing message to market.

Human Resources:

Training, Incentive programmes with Reward and Recognition rewards

Operations:

Track service drivers and performance, compliance and operational efficiencies

Customer Insights:

Competitor analysis, service innovation opportunities, service delivery overview across value chain. Performance tracking by area

EXCO:

Strategic evaluation, tests what works linked to service start. Global and local trend against actual performance to best align company focus.

For more information, contact Liesl Pearson
on Tel: +27 12 428 7400 or
Email: liesl.pearson@askafrika.co.za

