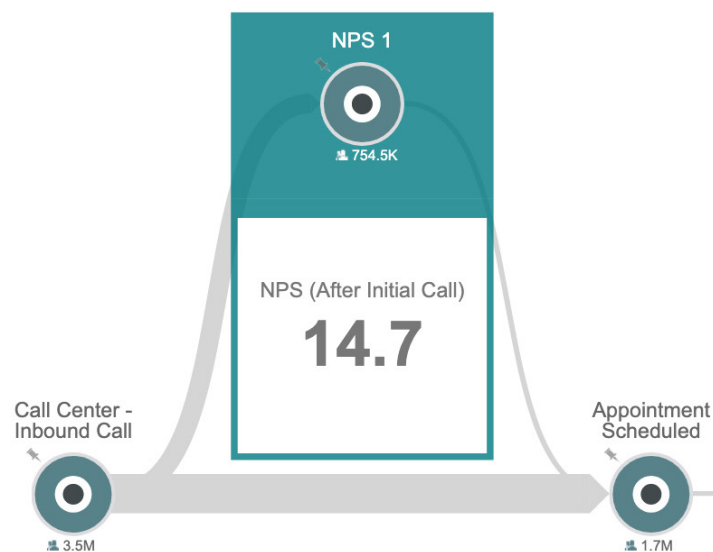# Measure the Impact of New CX Initiatives With Customer Journey Analytics

**A leading telecom provider uses Pointillist to gauge the success of a new self-service appointment system intended to improve customer experience while reducing cost to serve.**

## The Challenge

The CX teams needs to understand why the current service repair micro-journey results in a decrease in NPS. When a customer calls the care center and schedules a repair visit, their baseline NPS is 14.7. Some customers are not at home when the service truck arrives. For these "No Shows," NPS drops to 14.

Based on the high No Show rate, the team concludes that requiring customers to call the care center to reschedule service appointments contributes to a poorer experience, as quantified by a decrease in NPS.
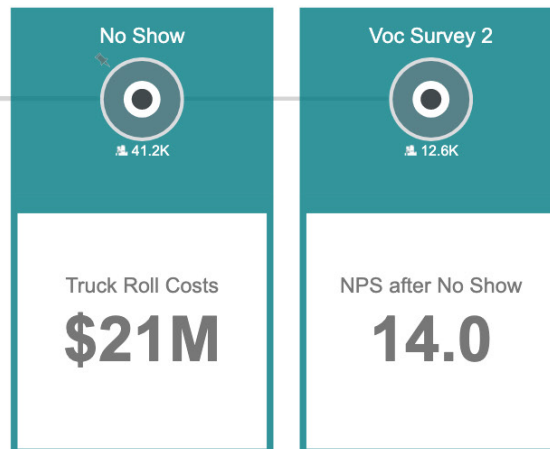
In addition to a poor experience, they also calculate that service visits (called truck rolls) to customers that are not at home are costing the company $21M.

## The Solution

To improve this process, the company implements a self-service appointment system that is accessible via web, mobile and set-top box. The new system enables customers to reschedule existing appointments, add themselves on a waitlist with automated messaging when a slot opens up and receive automated messages that narrow down your time window as you get closer to the appointment.

The team analyzes the impact of the test on customer experience so they can quantify the ROI of the investment and determine whether to roll it out to all customers.

NPS 1
754.5K

NPS (After Initial Call)
**14.7**

Call Center -
Inbound Call
3.5M

Appointment
Scheduled
1.7M

No Show
41.2K

Voc Survey 2
12.6K

Truck Roll Costs
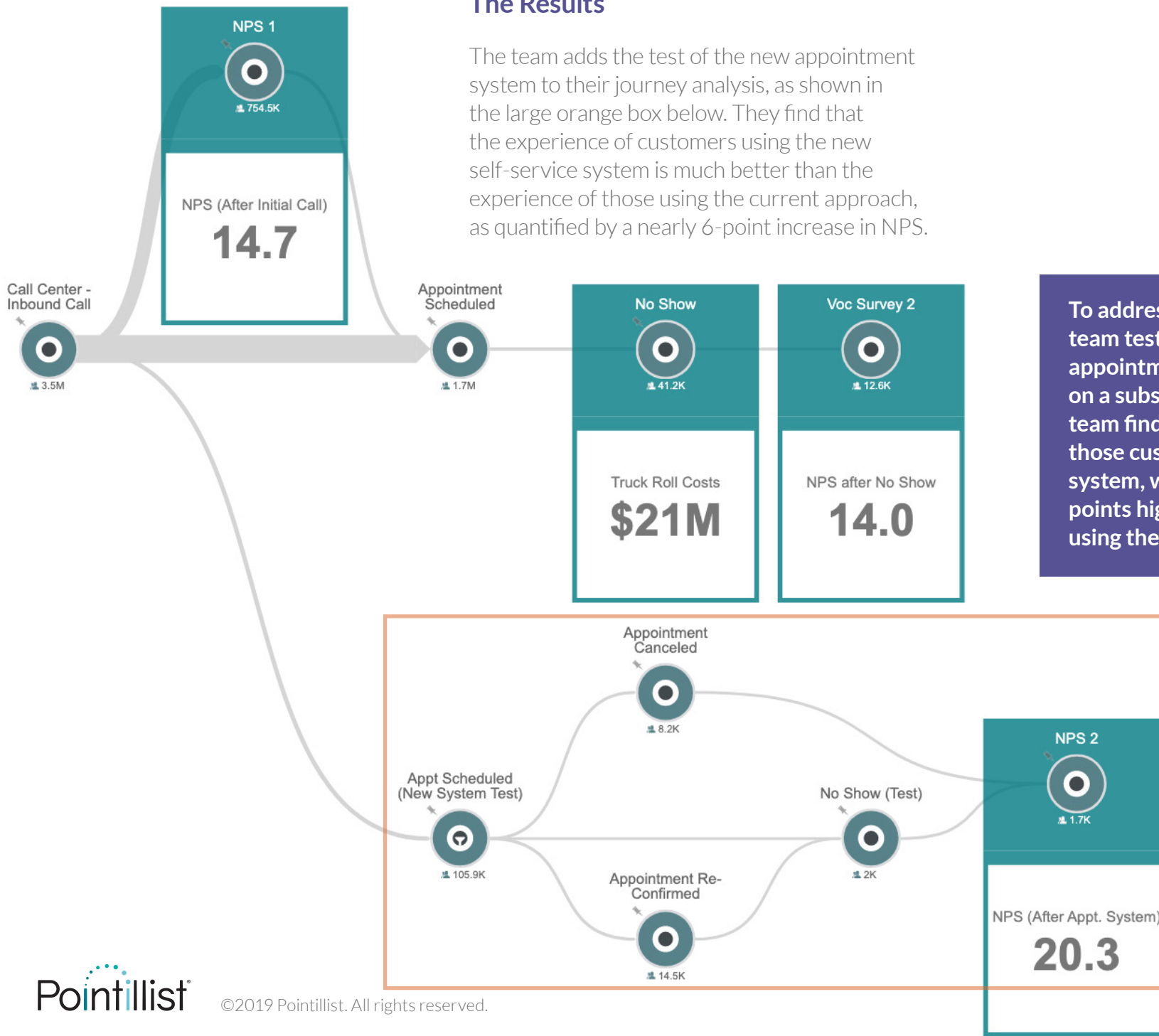**$21M**

NPS after No Show
**14.0**

**Requiring customers to call the care center to reschedule a service appointment is contributing to a poor experience, as quantified by a decrease in NPS, and resulting in $21M in costs for uneccessary service visits.**

## Pointillist®

## The Results

The team adds the test of the new appointment system to their journey analysis, as shown in the large orange box below. They find that the experience of customers using the new self-service system is much better than the experience of those using the current approach, as quantified by a nearly 6-point increase in NPS.

**NPS 1**
👤 754.5K

NPS (After Initial Call)
**14.7**

Call Center - Inbound Call
👤 3.5M

Appointment Scheduled
👤 1.7M

**No Show**
👤 41.2K

Truck Roll Costs
**$21M**

**Voc Survey 2**
👤 12.6K

NPS after No Show
**14.0**

To address this issue, the team tests a new self-service appointment scheduling system on a subset of customers. The team finds a positive impact on those customers using the new system, whose NPS is nearly 6 points higher than customers using the existing approach.

Appointment Canceled
👤 8.2K

Appt Scheduled (New System Test)
👤 105.9K

Appointment Re-Confirmed
👤 14.5K

No Show (Test)
👤 2K

**NPS 2**
👤 1.7K

NPS (After Appt. System)
**20.3**
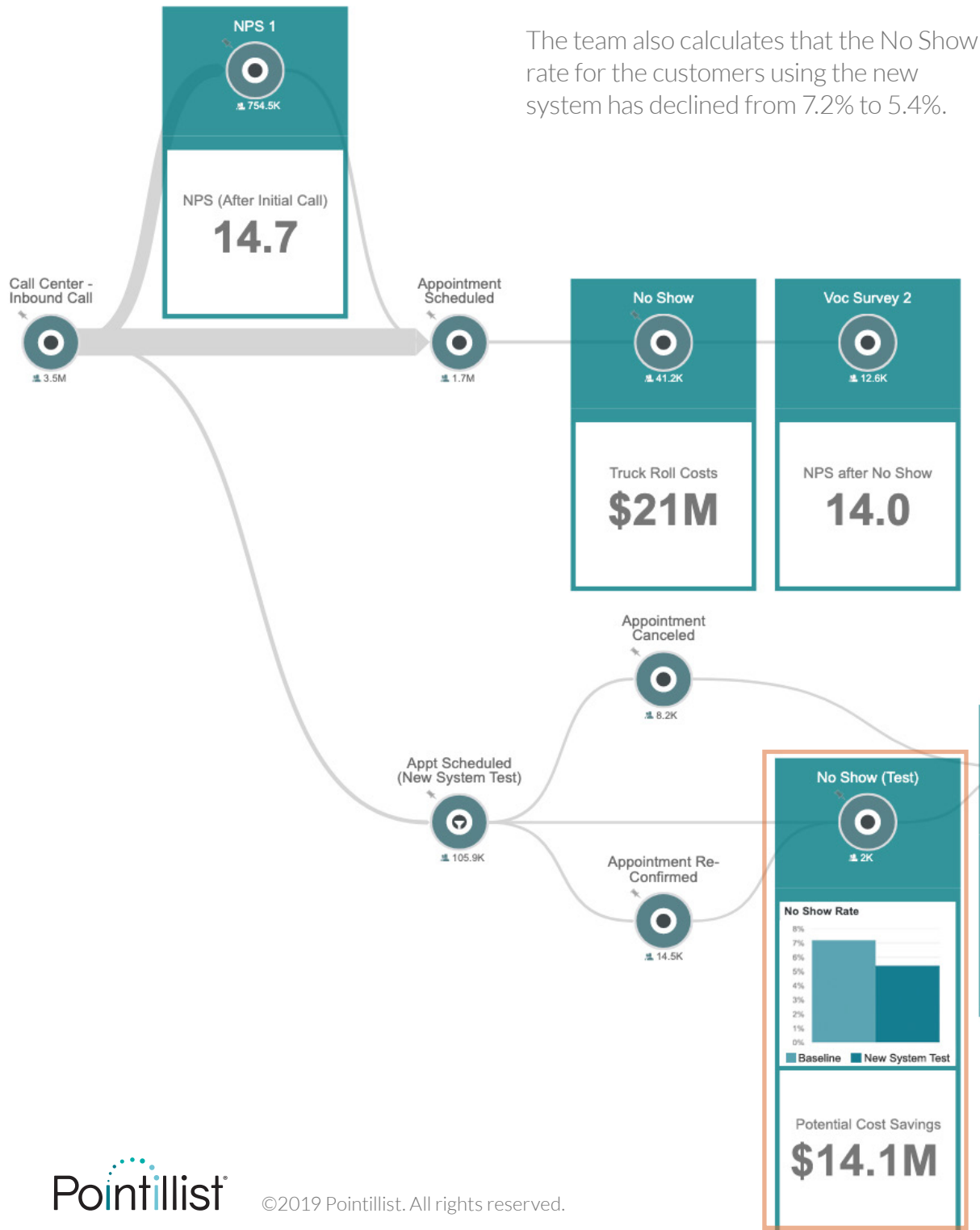
The team also calculates that the No Show rate for the customers using the new system has declined from 7.2% to 5.4%.

The final step is to provide their management team with all the information needed to justify the investment required to roll out the new system to all customers. To do this, they calculate that the new system would save more than $14M in unnecessary truck rolls, while simultaneously improving NPS scores, a big win-win for the CX team.

**In addition to an increase in NPS, the No Show rate for customers using the new system drops from 7.2% to 5.4%. The team estimates that rolling out the new automated system to all customers could save $14.1M due to the decrease in the No Show rate.**

**NPS 1**
👤 754.5K

NPS (After Initial Call)
**14.7**

**Call Center - Inbound Call**
👤 3.5M

**Appointment Scheduled**
👤 1.7M

**No Show**
👤 41.2K

Truck Roll Costs
**$21M**

**Voc Survey 2**
👤 12.6K

NPS after No Show
**14.0**

**Appointment Canceled**
👤 8.2K

**Appt Scheduled (New System Test)**
👤 105.9K

**Appointment Re-Confirmed**
👤 14.5K

**No Show (Test)**
👤 2K

No Show Rate
8%
7%
6%
5%
4%
3%
2%
1%
0%
■ Baseline  ■ New System Test

Potential Cost Savings
**$14.1M**

**NPS 2**
👤 1.7K

NPS (After Appt. System)
**20.3**

# Pointillist®

## Discover and optimize your customers' journeys

Pointillist makes it easy for CX, marketing and analytics teams to rapidly uncover actionable customer insights to dramatically improve customer experience and impact the KPIs that matter most to your business.

- Quickly understand customer behavior across all touchpoints & channels over time

- Uncover and predict high-impact customer journeys

- Drive personalized, multi-channel customer experiences

Unlike other customer analytics solutions, Pointillist lets you connect the dots between customer interactions and business goals in seconds, rather than days or weeks. By using machine learning to reveal high-impact journeys and predict likely behavior, Pointillist is like having a personal data scientist that's always on call.
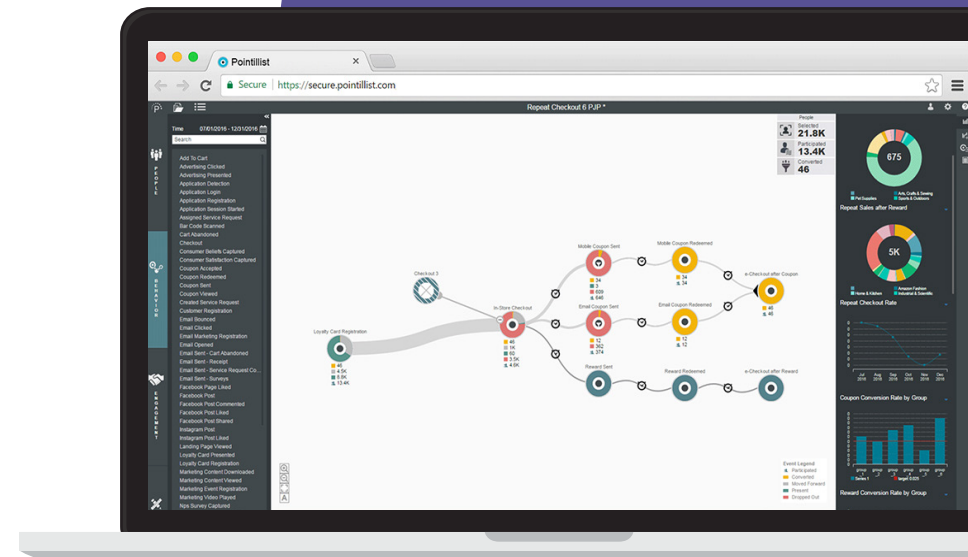
COMCAST    Fannie Mae®    celcom™    BB&T

NISSAN    xfinity mobile    GameStop    Canadian Red Cross

## Contact Us

**REQUEST A DEMO**

Pointillist