



Ipsos Reid



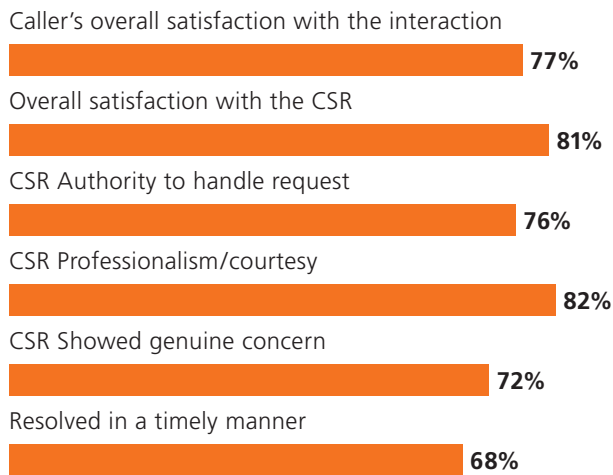
Canadian Contact Centre Benchmark Scores from Ipsos Reid

Do you need to know how your Contact Centre compares to others in Canada?

Benchmarking is the process of comparing the quality, productivity or cost of a specific activity to an industry standard or **Best Practice**.

The results give you context and perspective about your own Contact Centre's performance, so you can identify gaps and make improvements.

How would your Contact Centre's scores compare if the national results for your industry sector were as follows?



You can't manage what you don't measure

Suppose your Centre's benchmark report showed that your company's CSRs are perceived as being less helpful than those at other companies in your industry. You might then decide to change processes, improve training, or take other action that will **attack the gaps** between where you are – and where you want to be.

Attack the Gaps

Benchmark your Contact Centre's results to:

- Other Centres in your industry
- All Contact Centres in Canada
- How specific call types are handled
- The responses from specific demographic groups (ages, geography, etc.)

Can you trust your Customer Sat score?

Sadly, many benchmarks are simply 'averages' of a consultant's current or previous clients. In other words, they are not a true representation of the total industry, and they may not be current.

Ipsos Reid regularly surveys a **statistically valid** sample of all Canadian consumers about their most recent experience with Contact Centres. This means that you get accurate comparisons that represent the **entire** Canadian population. The report allows you to zero in on which organizations, industry segments, call types or demographics you want to compare your Centre to.

Ipsos Reid has been helping Contact Centres in Canada since 1998. Leverage the experience of Canada's largest marketing research company to attack the gaps.

Here's what you get for your investment

- 5,000 interviews with consumers who have recently interacted with a contact centre
- Customer satisfaction ratings – compared to your ratings
- Customer verbatim comments
- Sales measures (e.g. Did the caller buy on this call? Would the caller buy in the future?)
- In-person presentation to help you assess your results versus the benchmarks you've selected to compare yourself with

This benchmarking service is surprisingly affordable.

Talk this idea through with the Contact Centre expert nearest you:

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