

ICC | Decision Services | **The Springboard Process™**



Fact

Most customer experience initiatives fail before they ever launch.



Reason

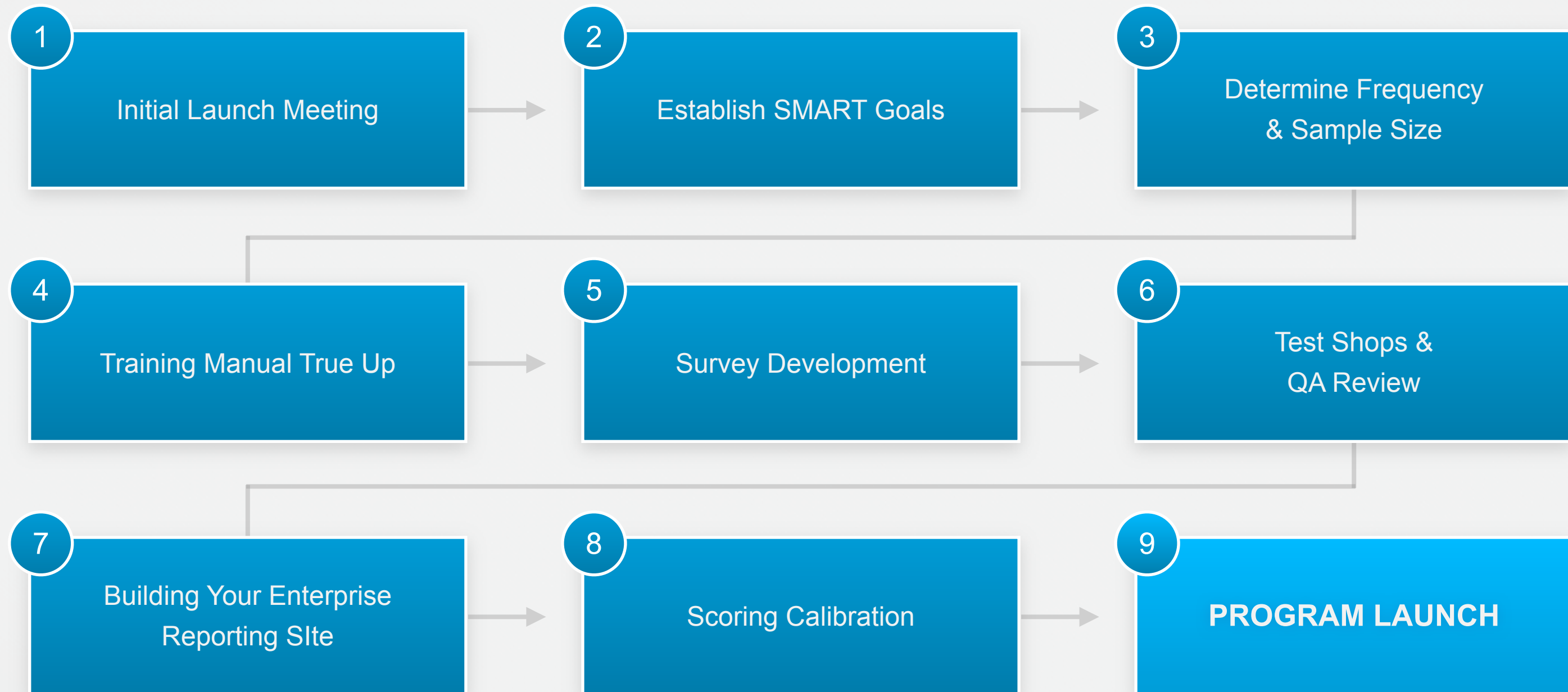
Most programs aren't built correctly and without a solid foundation they're doomed to fail.



Solution

ICC/Decision Services' Springboard Process™ incorporates 31 years of experience so your program starts right and finishes strong.

THE SPRINGBOARD PROCESS™





1

Initial Launch Meeting

You'll meet your new Customer Experience Management Team

Including: Members of ICC/DS Senior Management and your personal representatives from our IT and Account Management departments and Quality Assurance Team.

2

Establish SMART Goals

Define the Measurement for Success

We'll work together to establish and refine goals and desired outcomes so we can measure results. We'll determine the concrete changes you'd need to see a year from now to know the program is working. We'll use this information to can design programs that will make your goals a reality.

3

Determine Frequency/Sample Size

How much and how often to validate the results

We'll determine what metrics we need in place to realize statistically valid data BEFORE we begin so you won't be left later on wishing that had happened up front. We'll recommend frequency and sample size. Our recommendations are filtered through 31 years of client experience. You'll benefit from what worked – and what didn't.

4

Training Manual True Up

Helping you make the data actionable

We'll go through your training manual and 'true it up' as part our preparation; ensuring better, more measurable results. Expectations aren't always in sync with what employees are taught. For example, you might want to know if people were greeted with 30 seconds. The training manual might state the standard as within one minute or not at all.

5

Survey Development

Ask the right questions, get the right answers

We'll drill down to learn what information will be most valuable to your end goals and create surveys that will give you the answers you need. We've seen the outcome of not asking the right questions – wasted time and frustration. We avoid that by doing the work upfront instead of 'back-tracking' later.



Test Shops & QA Review

Proactively putting your program to the test

To make sure we've got it right; we'll run test shops at specified locations. Then we'll fine-tune your programs and make any necessary changes and improvements before we roll out your full-fledged program.



Scoring Calibration

Aligning with past programs and current metrics

If we're taking over old or existing programs we'll be studying them to learn what works, what doesn't and finding out why. We'll use Scoring Calibration to understand how to weight questions to get meaningful and real results you can use.



Building Your Enterprise Reporting Site

Customized for you and your organization

Our in-house IT department will create a customized reporting site that you will access online. This saves you time and will be critical to your success. We can deliver your data in so many ways, but only a few will be relevant and meaningful to you. Once we have actual data, we'll review it with you, make sure you understand it and know how to best use it. We know from experience that without this crucial step, your program won't be nearly as effective as it could be.



Launch The Program

Going Live

Once we're satisfied that everything is in place and working properly, we'll LAUNCH the program. Taking the time to complete the Springboard Process ensures that you get what you want and need out of your customer satisfaction program. It'll save you time, give you confidence in the process and the team that will be working with you every step of the way.

ICC | Decision Services | **The Springboard Process™**