

Two energy companies

Energy company 1

Parlameric analyzed customer support chatlogs to identify pains and bottlenecks that could be addressed in order to improve the customer experience. The topics were broken down into sub-topics and connected to whether the customer service managed to turn a dissatisfied client into satisfied or upsell. We could then pinpoint what differentiates customer service employees that convert/upsell the most with those that convert/upsell the least.

Energy company 2

For another energy company, we tapped into the free text responses from a customer survey and identified exactly why some clients liked versus disliked the company's services and why they would or wouldn't recommend them to others (NPS).



The clients own words

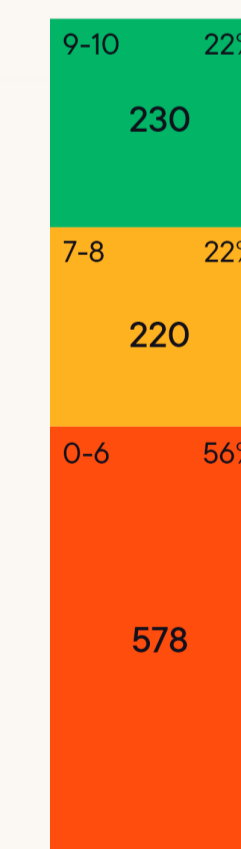
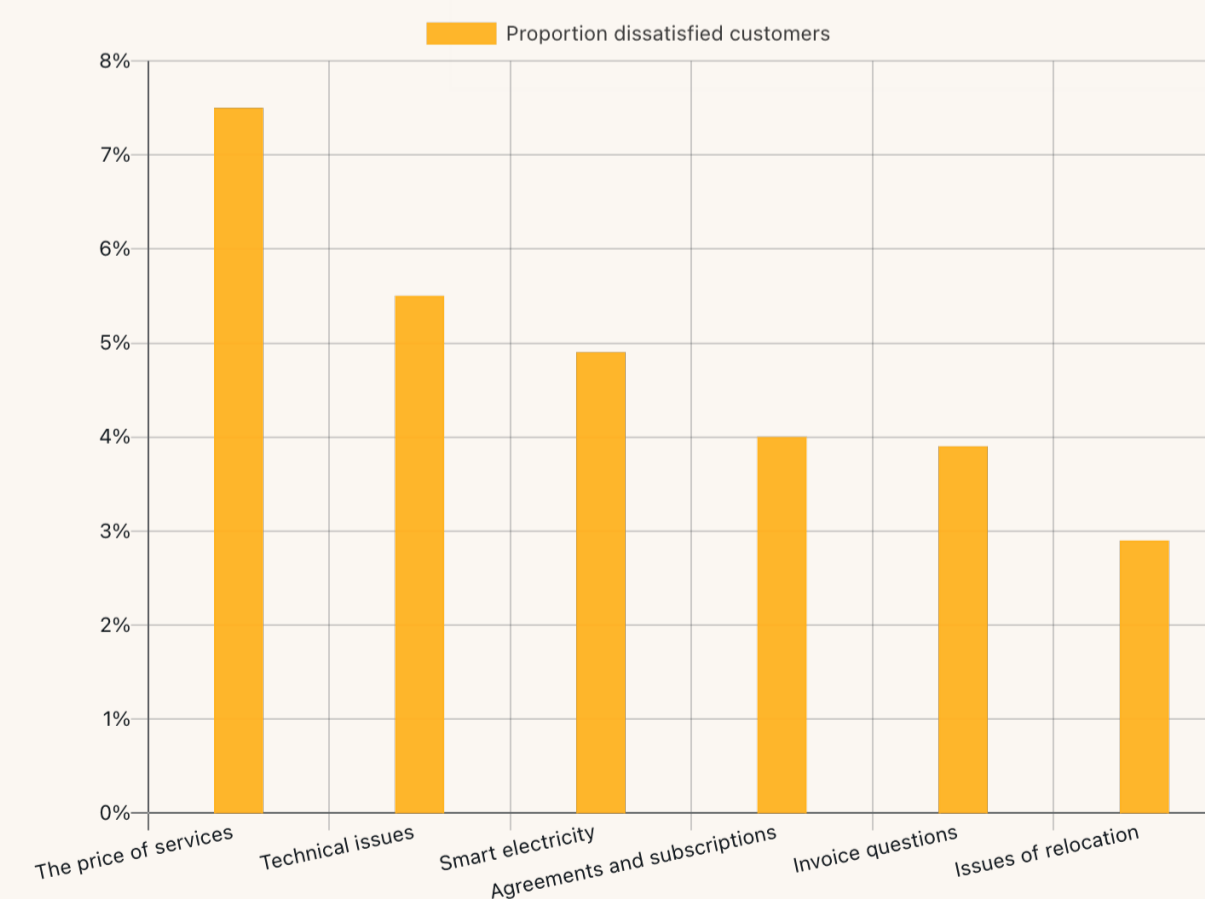
"We used Parlameric's services in various projects where we optimized the customer journey for our clients. Parlameric analyzed large amounts of customer service data and provided us with insights."

Ingela Mauritzon
Managing Director at Danji

On a scale from 0-10, how high is the probability that you would recommend Krafttringen for a friend or a colleague? (n=1028 free text answers)

THE PRICE AND THE PRICE INCREASE IS WHAT RECIPIENTS THAT ANSWERED 0-8 HAD MOST IN COMMON AND THOUGHT WERE THE MOST IMPORTANT FACTOR.

What kind of questions causes most frustration among the clients?



7% indicates price as a reason to the grade 9/10
36% indicates customer service as a reason to a high grade

60% indicates that the price is too high as an explanation to 7/8 instead of 9/10
24% indicates that customer service needs to improve availability and communication.
15% indicates that customer service needs to improve the treatment and understanding of the clients.

59% indicates that the price is too high as an explanation to 0-6 instead of 7-10
15% indicates that customer service needs to improve availability and communication.
10% indicates that customer service needs to improve the treatment and understanding of the clients.

Impact

- ✓ Details about bottlenecks that need to be solved
- ✓ Roadmap on how to reduce churn and increase conversion
- ✓ Keys for how to increase the NPS