Quarterly review — what customer service regained

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4.1 posts given back, €118,000 of assisted sales · fictional document

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Fictional document, produced for the demonstration. **The four headline measures read together**: resolution, speed, satisfaction and commitments kept. None of them proves anything on its own.

The three measures tracked

Measure	Before	After	Effect
Rebuilding the customer journey	**55 %**	**6 %**	**The customer tells their story once**
Routine replies	**50 %**	**8 %**	2,720 enquiries handled end to end
CRM entry	**30 %**	**4 %**	Reasons filled in at 100 %
Total given back	—	—	**4.1 adviser posts**

What the time given back became

Activity	Previous quarter	Quarter followed	Result
Quotes above €1,500 handled	84	**247**	—
Orders arising from those quotes	—	**134**	**€118,000**
Reading	—	—	**The one figure that reads straight off revenue**

The four headline measures

Measure	Value	Previous quarter
First-contact resolution	**84 %**	61 %
First reply by email	**4 minutes**	14 hours
Satisfaction	**4.4 out of 5**	3.6 out of 5
Complaints about a commitment lost from view	**11**	**223**

Sector comparison, as an indication

Indicator	Order of magnitude seen in multichannel retail	Maison Perrat
First-contact resolution	60 to 75 %	**84 %**

Extension proposed for the next quarter: open the single thread to the 4 stores, so a shop-floor salesperson can see what the customer wrote the day before. **2,100 of the 3,400 monthly enquiries come from a customer who came into a store within 30 days.**

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