



Listening to the Voice of the Customer at First Data

Leading payment processing firm, First Data, has the stated goal of putting their customers first, and creating value for customers in everything they do. To support that goal, they've implemented the Genesys Survey Solution to ensure that customer feedback is not only heard, but utilized to improve the customer service experience.

AT A GLANCE

First Data Corporation
<http://www.firstdata.com>

Industry: **Payment processing**

Headquarters:
Atlanta, Georgia, USA

Revenues:
>USD\$10 billion

Number of Employees:
24,000

Number of Agents: **800+**

Number of Customer Interactions:
30 million calls/month

CHALLENGES

- Customer experience is essential part of business value
- Random, next-day surveys were not immediate or comprehensive
- First Data needed ability to modify surveys on the fly

Customer Experience Starts in the Contact Center

First Data, a global leader in payment processing, handles payment transactions for financial institutions, government agencies, and businesses of all size. First Data services more than six million merchant locations, thousands of card issuers, and millions of consumers around the globe. They all rely on First Data to securely process transactions — whether payments are made by credit card, debit card, gift card, or check — and to empower them to build profitable customer relationships.

Because customer service is a critical part of the company's business value, its contact centers actively work to solicit feedback on the customer experience. They started by adding an outbound phone survey for randomly selected interactions, conducted the day after the customer call.

Although widely deployed in the industry, the random survey approach had several limitations:

- Because the survey took place the day after the interaction, First Data lost the opportunity to understand the emotional context of the transaction.
- Individual agents received little direct feedback on their performance, as only a small number of surveys were completed.
- Changing the survey, such as adding questions about new fees on behalf of institutional customers, could take months of development.

To better support its agents, First Data needed to get immediate feedback from customers. And to better support its institutional customers, the company needed to be able to easily modify the survey to collect and deliver market insight.

Tracking the Customer Experience with the Genesys Survey Solution

The Genesys Survey Solution gives First Data an easy-to-use Web portal for designing, implementing, and reporting on customer satisfaction surveys. The Survey Solution uses Genesys Voice Platform to conduct the surveys.

When customers call into a First Data contact center using the Survey Solution, they are first notified by the IVR that there is an optional survey upon call completion. At the conclusion of the call, the agent again offers the survey to the customer and Genesys routes the call to the survey. Customers answer questions using their keypads and can also leave a recorded message about their interaction.

Contact center managers use the real-time or daily reports to gain insight into how agents are performing and provide targeted coaching. In addition, First Data creates high-level monthly or quarterly reports that it shares with its financial institution and merchant customers. These reports indicate how First Data is doing in delivering an optimized customer experience, as well as customer reactions to the products, fees, and other service components.

Supporting Agents and Improving Customer Service

First Data initially added interactive surveys for customers of the popular First Data Money Network® electronic payment program. The program was so successful that they have since rolled it out to other contact center operations, including programs supporting merchant Point of Sale cards.

“We’re very happy with the Genesys Survey Solution — it’s great to have the flexibility to make changes easily and get almost real-time insight into how customers are feeling. We’re hoping to keep rolling it out to additional products.”

DENISE AMBROSIO,
DIRECTOR,
VOICE OF THE CUSTOMER AT FIRST DATA

The Genesys Survey Solution helps First Data better support its agents as well as its customers, with:

- **Real-time guidance for agents:** Survey participation is high, so every agent gets survey results while the call is still ‘fresh’ in the agent’s mind. According to Denise Ambrosio, Director, Voice of the Customer at First Data, “It’s great for the agent to hear exactly what customers are saying, and we use this insight to coach agents and improve performance.”
- **Valuable insight for merchant and financial institution customers:** Says Ambrosio, “Sometimes we hear that the customer is unhappy with a policy change or a fee from our merchant customer. This is valuable information that we can pass on to our customers — directly from their end customers.”
- **Timely market intelligence:** Because First Data can easily change the survey questions without programmer support, they can edit surveys to test market conditions. For example, First Data has created surveys to gather information about demand for a mobile application and to measure opinions about new features and fees.

Moving Forward: Extending the Customer Conversation through Surveys

Concludes Ambrosio, “We’re very happy with the Genesys Survey Solution — it’s great to have the flexibility to make changes easily and get almost real-time insight into how customers are feeling. We’re hoping to keep rolling it out to additional products.”

SOLUTIONS

- Genesys Survey Solution
- Genesys Voice Platform

BENEFITS

- Reduced cost and effort of customizing surveys
- Deep insight into the customer experience helps improve service
- Targeted coaching to improve agent performance
- Timely marketing insight for First Data institutional customers



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About Genesys

Genesys, the world's #1 Customer Experience Platform, empowers companies to create exceptional omnichannel experiences, journeys and relationships. For over 25 years, we have put the customer at the center of all we do, and we passionately believe that great customer engagement drives great business outcomes. Genesys is trusted by over 4,700 customers in 120 countries, to orchestrate over 24 billion contact center interactions per year in the cloud and on premises.

Visit us at www.genesys.com or call us at +1.888.436.3797

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