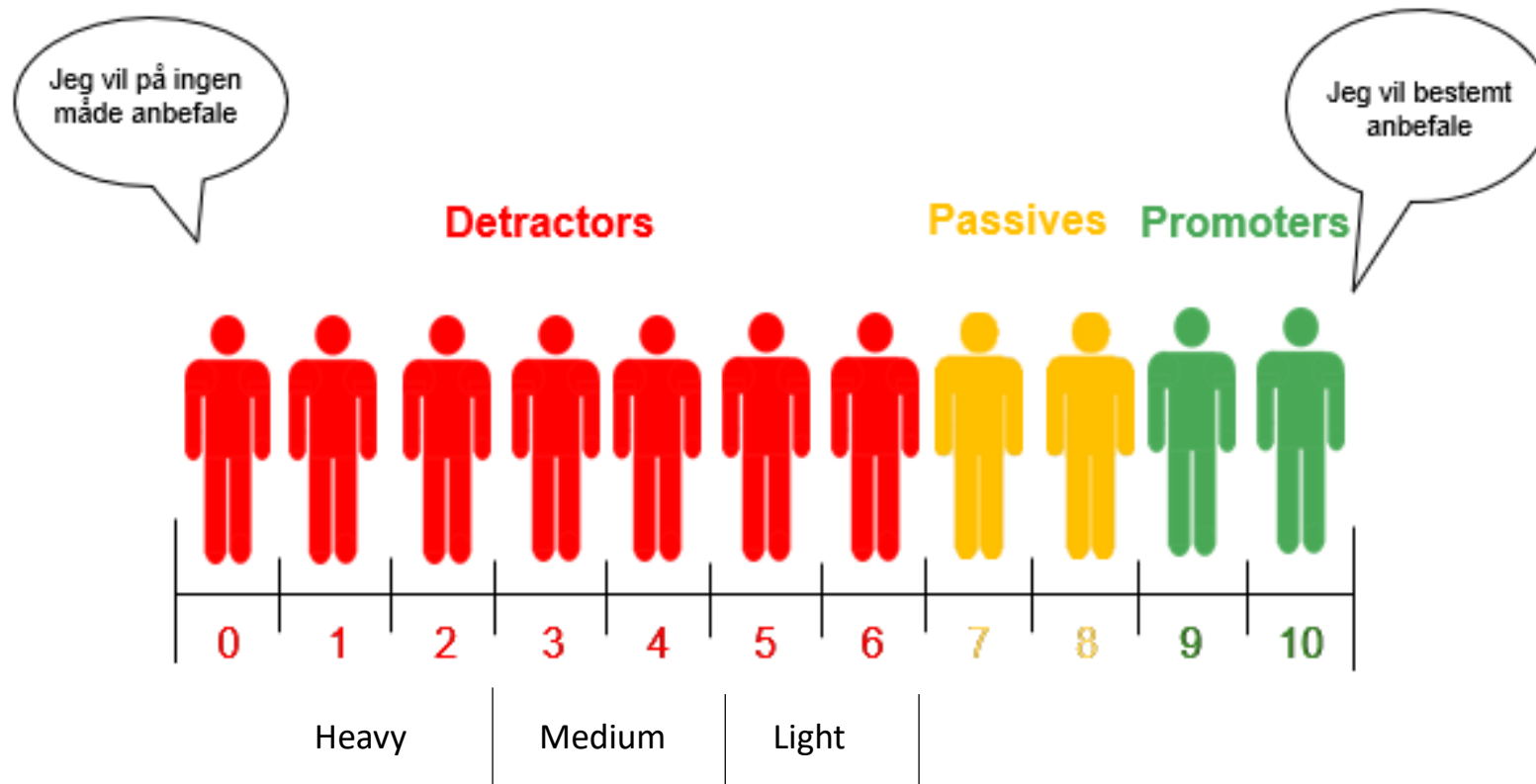


# pcGap

**En revolutionerende ny måde at arbejde med kundeoplevelsen**

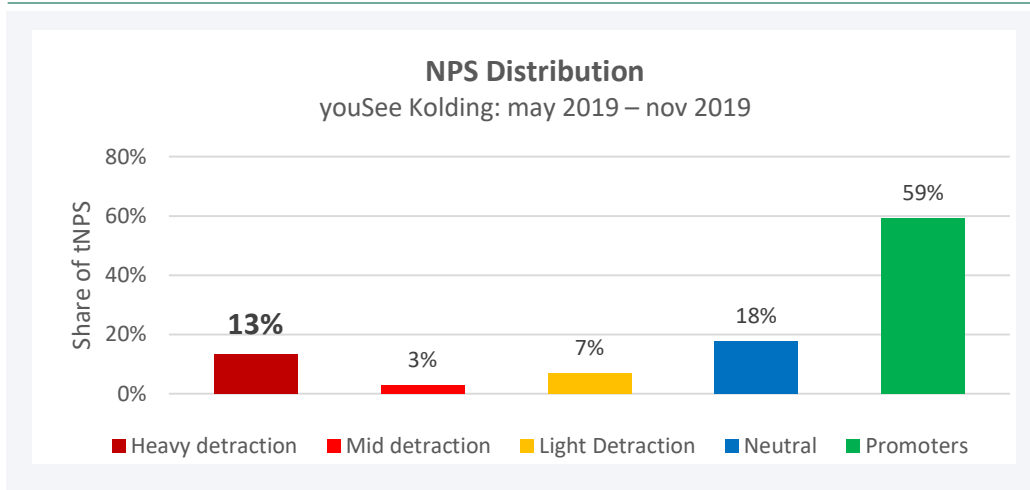
*Oplæg på Kundeservice og Kundeoplevelser 2020 d. 30 feb. 2020*

# NPS skalaen med nye kategorier

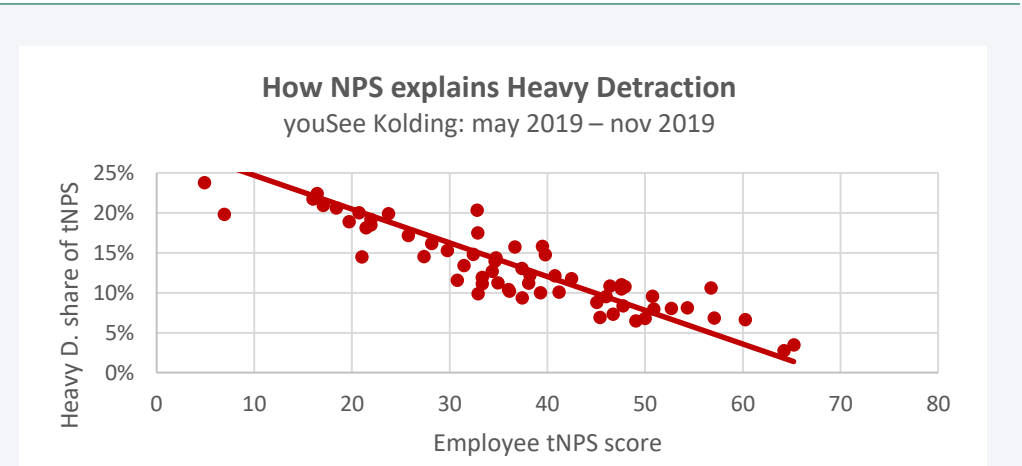


# Heavy detraction har kritisk effekt på forretningen

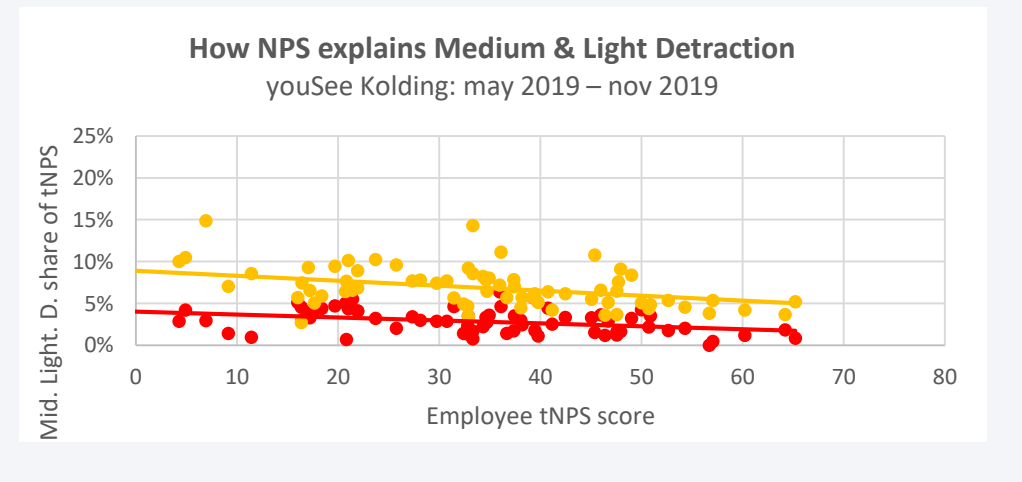
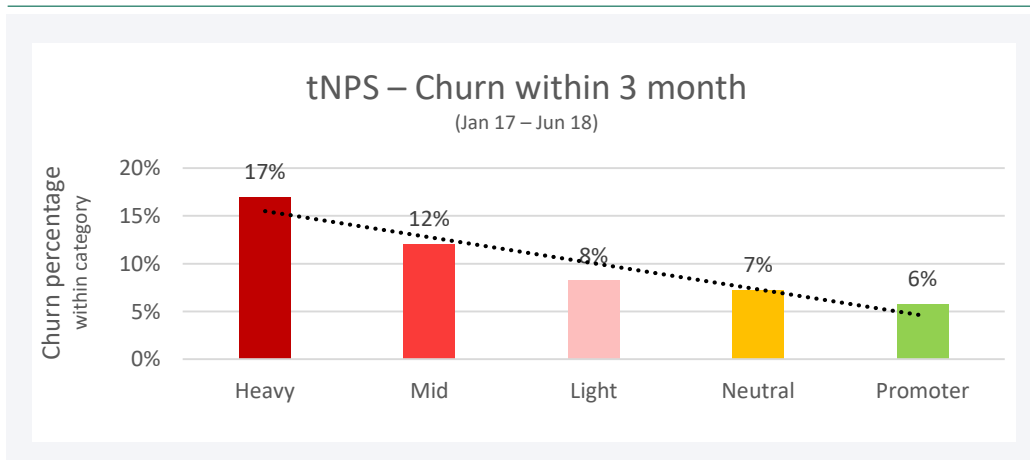
With 23% detraction youSee can benefit focusing on Heavy D.



Heavy detraction is a good alternative KPI to explain youSee tNPS

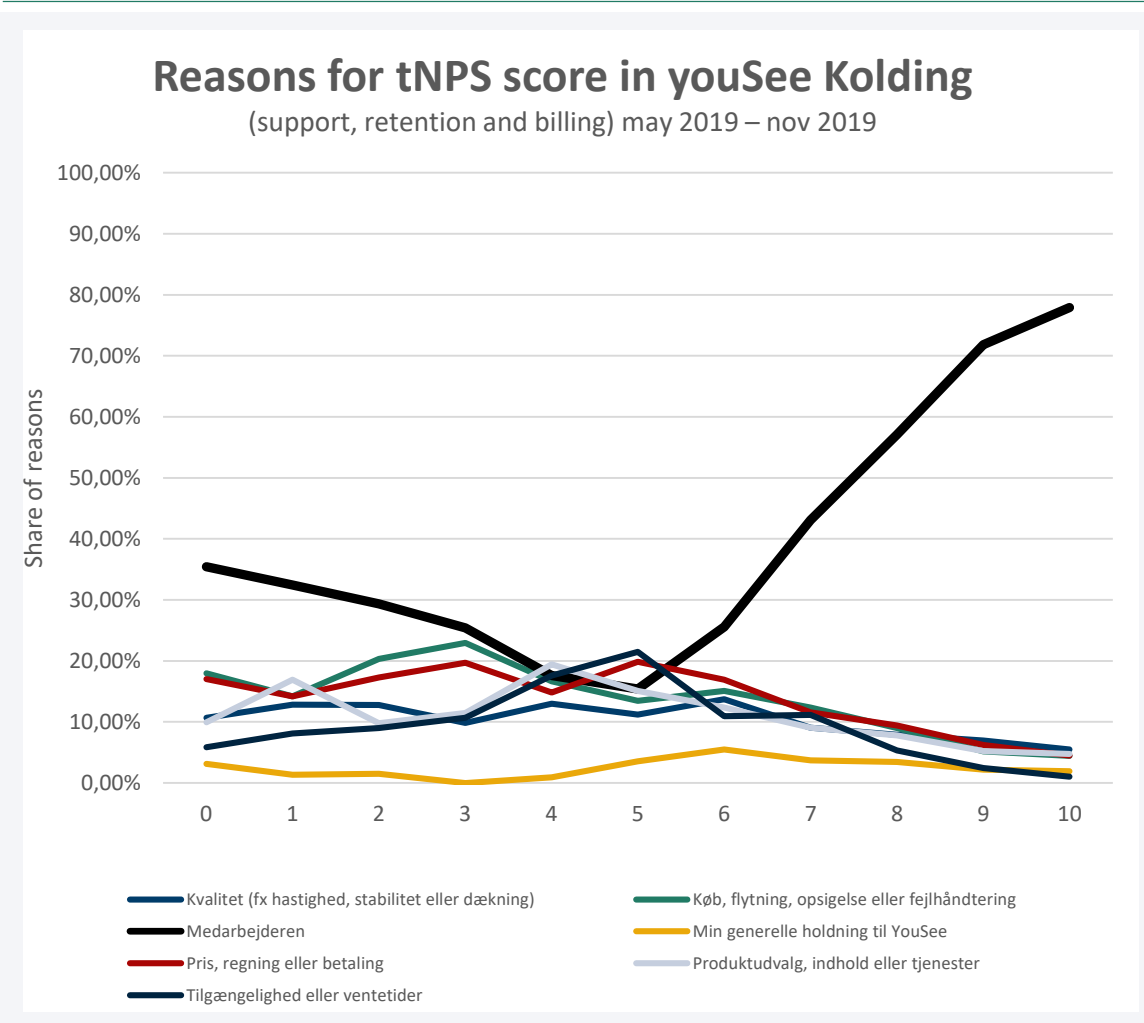


Reducing heavy detraction can prevent customer churn

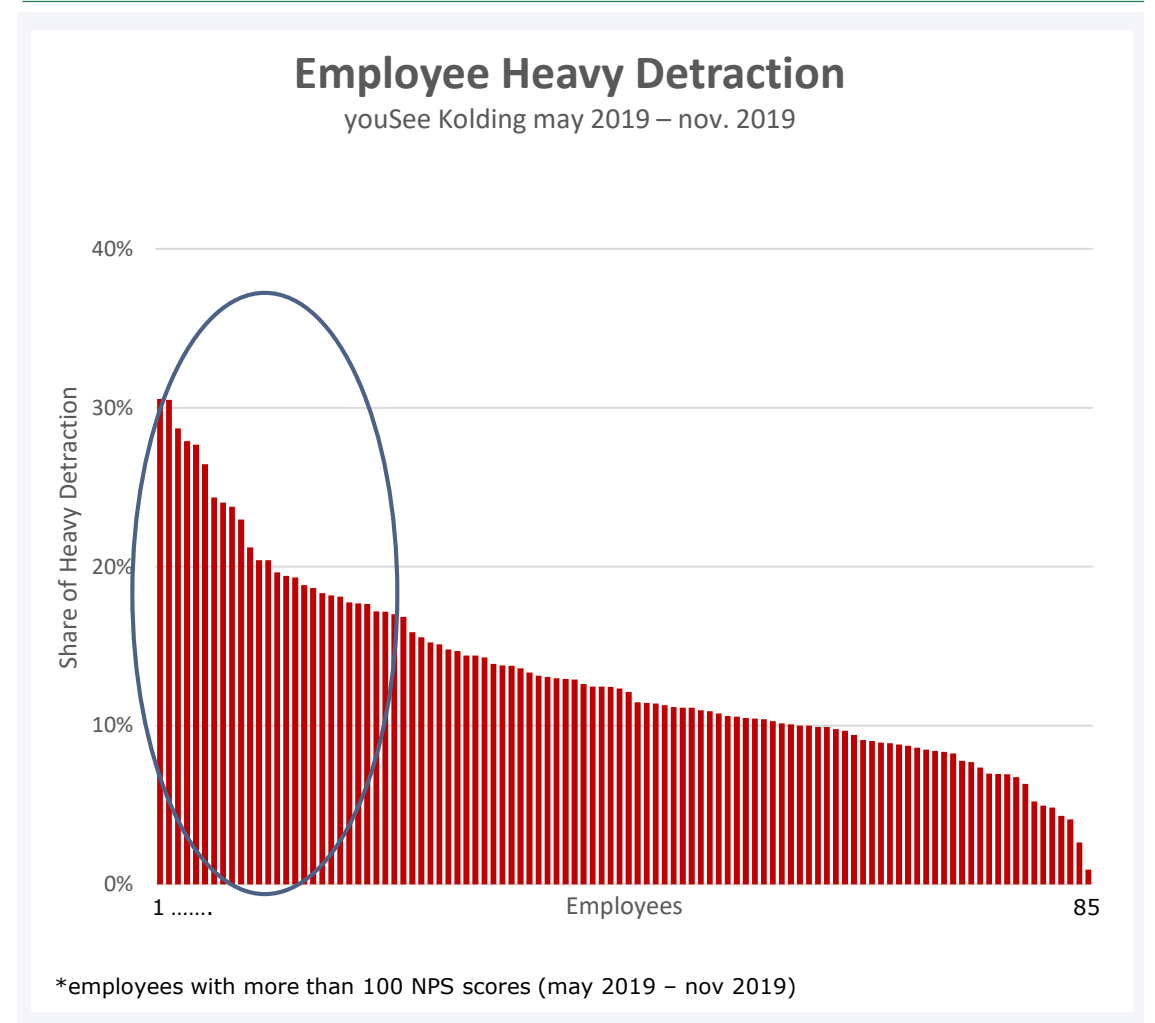


# Reason map data på tNPS og Heavy Detraction i youSee Kolding

Employee behavior are polarized in top and bottom of NPS scale



Focus individually on employee performance to reduce heavy detraction



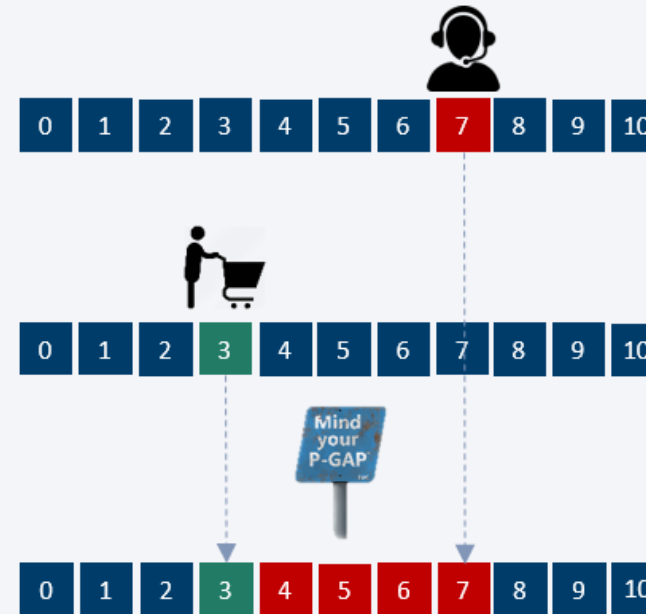
# Hvad er P-GAP for en størrelse og hvordan måler man det

P-GAP gør dine medarbejdere bevidst om kunden og deres egne blinde vinkler

## The Perception Gap method

### How to measure Perception Gap

- 1 Employee Survey**  
*Employee is forced to think of and feel how the customer is left emotionally and to what degree they will recommend the company*
- 2 Customer Survey**  
*After end conversation with employee the customer will be asked in what degree he/she will recommend the company*
- 3 Perception Gap**  
*The Gap between the two scores is called perception Gap. It tells us to what degree the employee understand the customer*



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P-GAP familien og dens områder

**pGap**

**pGap**  
**TRAINER**

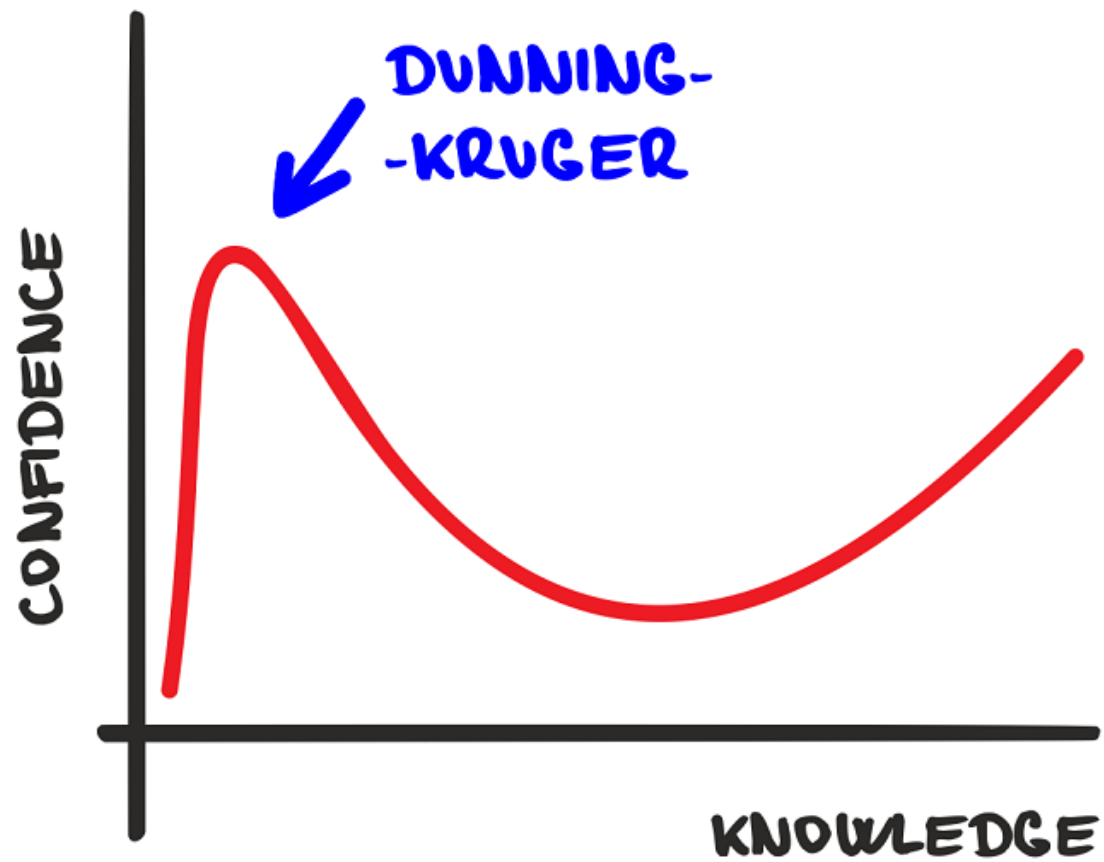
**pGap**  
**CHAMPIONSHIP**

**pGap**  
**RECRUTING**

# Empati og Dunning-Kruger effekten



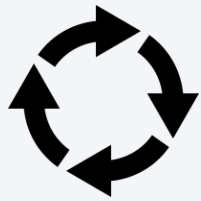
*"Den som  
ingenting ved  
tvivler aldrig"*



# P-GAP Trainer er et læringsværktøj der skaber indsigt

P-GAP Trainer er et værktøj der primært skal bruges på "low performere"

## Perception Gap training tool



### The four week program

Monthly cycle of training for employees with too much heavy detraction (2 ½ hours pr. employee)

- |                              |                   |
|------------------------------|-------------------|
| <b>1. Gap Identification</b> | P-Gap measurement |
| <b>2. Gap Reasons</b>        | Coach feedback    |
| <b>3. Gap Closure</b>        | Coaching on phone |
| <b>4. Gap Evaluation</b>     | P-Gap measurement |

## How to measure Perception Gap

1

### Employee Survey

Employee is forced to think of and feel how the customer is left emotionally and to what degree they will recommend the company

2

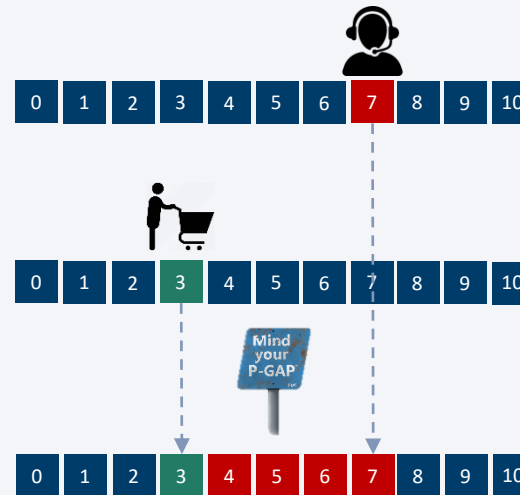
### Customer Survey

After end conversation with employee the customer will be asked in what degree he/she will recommend the company

3

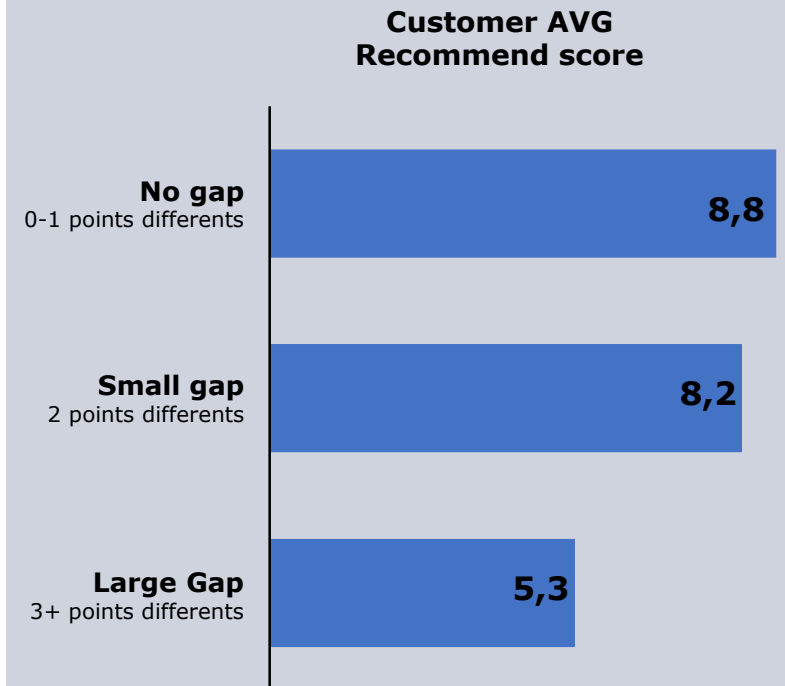
### Perception Gap

The Gap between the two scores is called perception Gap. It tells us to what degree the employee understand the customer



## Large P-GAP = low recommendation

Effect of Perception Gap

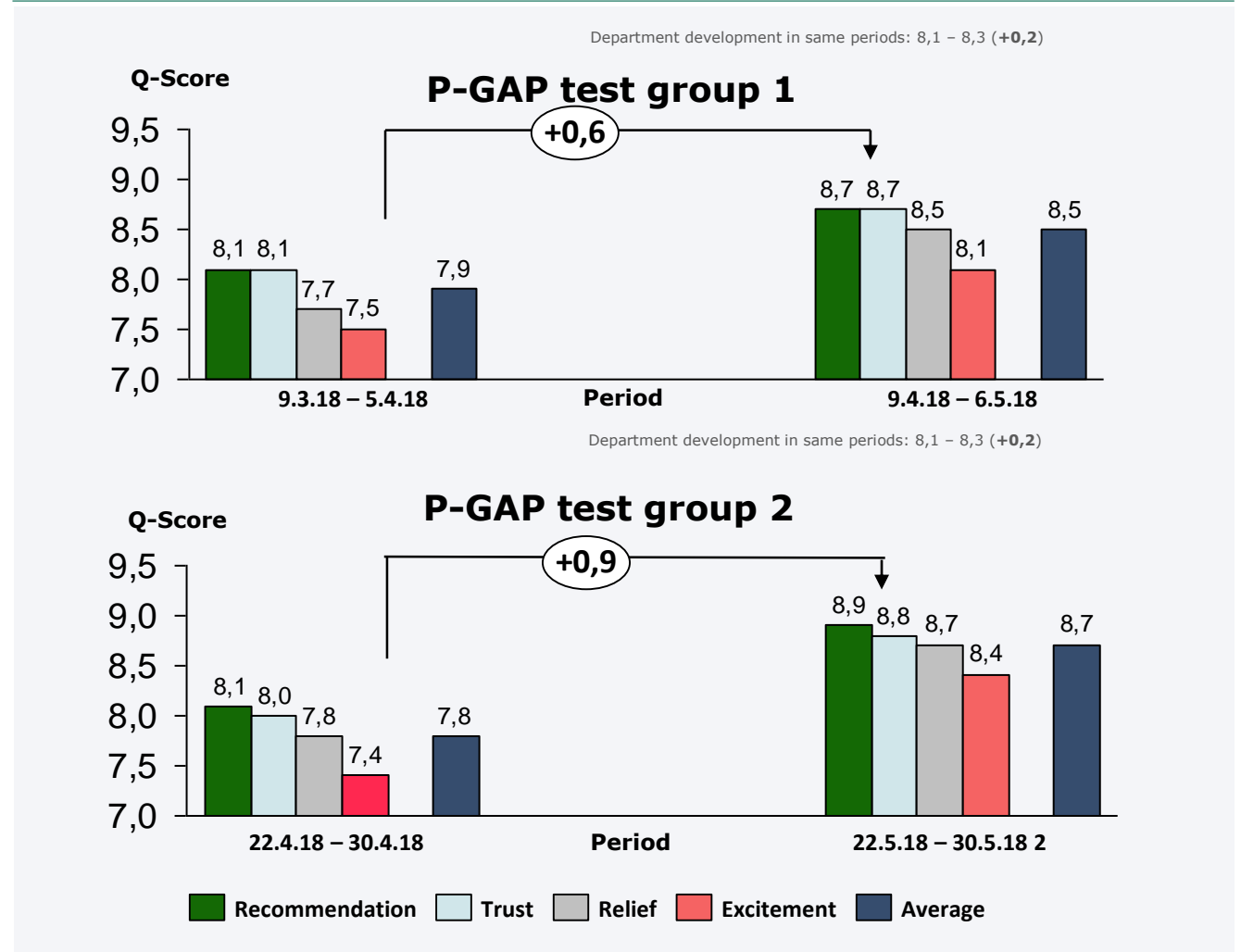
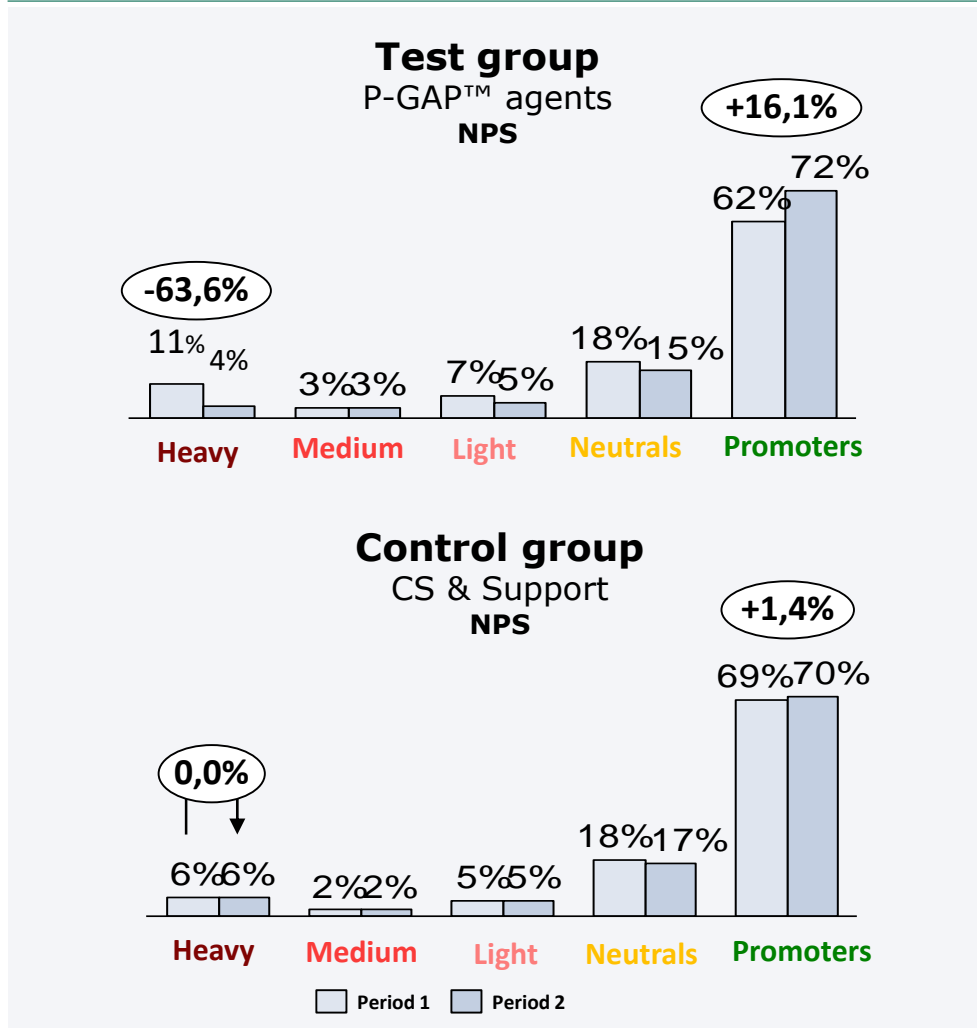




# P-GAP trainer test på 20 low performere på tNPS/Heavy Detraction

Our P-GAP test group has reduced heavy detraction significantly

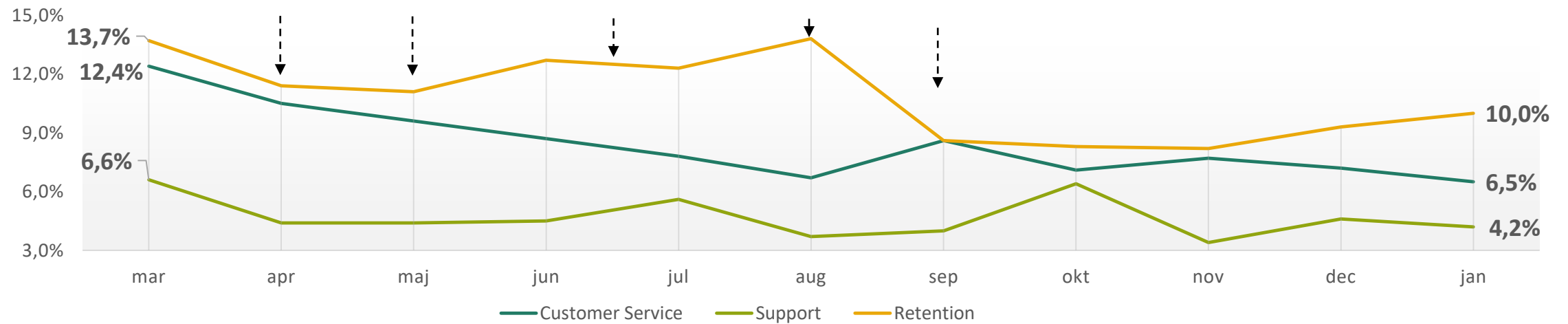
...Communicating the right emotions™ to our customers



# Resultaterne fra Fullrate efter 10 måneder

## Heavy Detraction development in Fullrate

(Mar 2018 - 28. jan 2019)



# Data fra P-GAP Championship der viser at detraktion er svær at høre

## Learnings from the P-GAP Championship calls

*"Can you turn your own voice off, to hear your customers?"*

- Promoter calls** ~ 90% guessed right category
- Passive calls** ~30-50% guessed right category
- Detraction calls** ~25-35% guessed right category

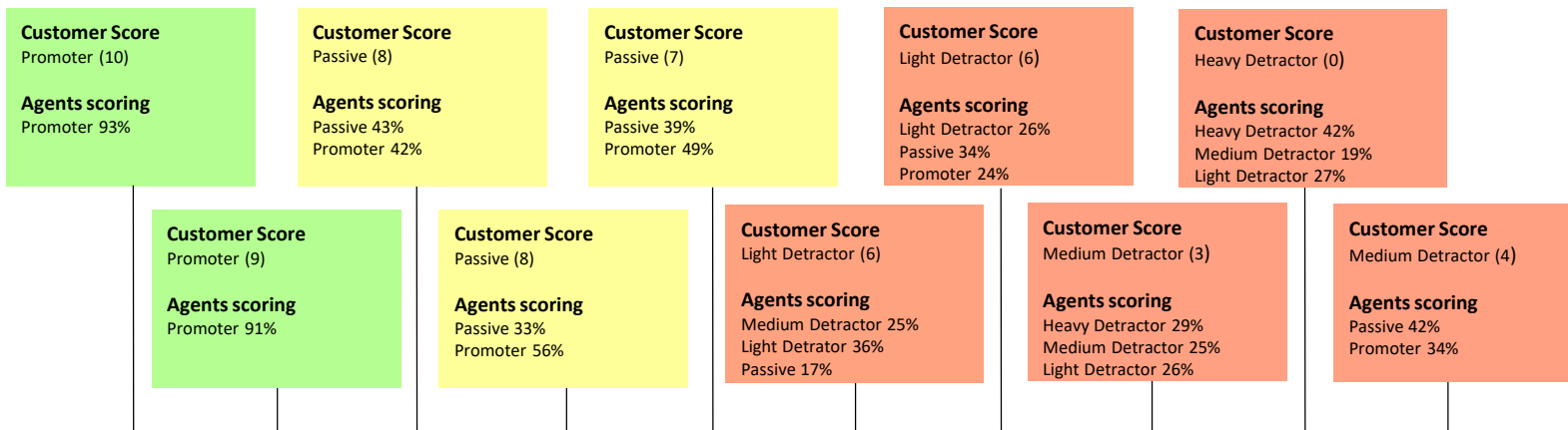
40-60% of agents scores are distributed in 1 or 2 other categories if not the right one.

There is a tendency that the agents perceive the calls as being more positive than the customers does.

### Understand your detraktion

We must learn to understand when a 'yes' actually means 'no' and when 'okay' means 'not okay'.

First then we can take action on a bad customer experience and improve it!



Score	Promoter Call (no. 7)	Promoter Call no. 9	Passive Call (no. 2)	Passive Call (no. 4)	Passive Call (no. 1)	Detractor Call (no. 5)	Detractor Call (no. 8)	Detractor Call (no. 3)	Detractor Call (no. 10)	Detractor Call (no. 6)
0	1%	0%	1%	0%	0%	5%	4%	12%	20%	2%
1	0%	0%	0%	0%	0%	3%	1%	7%	1%	1%
2	2%	0%	1%	1%	1%	7%	3%	20%	13%	1%
3	1%	0%	1%	1%	1%	12%	6%	16%	10%	4%
4	1%	0%	1%	2%	1%	13%	5%	9%	9%	2%
5	0%	1%	3%	2%	3%	16%	10%	13%	15%	4%
6	0%	1%	9%	6%	6%	20%	13%	13%	12%	9%
7	1%	2%	11%	10%	11%	20%	18%	5%	5%	17%
8	2%	6%	20%	20%	28%	7%	16%	6%	3%	25%
9	5%	10%	18%	16%	19%	3%	11%	4%	2%	16%
10	82%	82%	24%	40%	30%	3%	13%	4%	2%	18%
<b>Avg. agent score</b>	<b>9,6</b>	<b>9,7</b>	<b>8,1</b>	<b>8,5</b>	<b>8,3</b>	<b>5,0</b>	<b>6,5</b>	<b>4,2</b>	<b>3,4</b>	<b>7,5</b>
<b>Customer score</b>	<b>10</b>	<b>9</b>	<b>8</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>3</b>	<b>0</b>	<b>4</b>
<b>Avg. P-GAP</b>	<b>0,6</b>	<b>1,1</b>	<b>1,3</b>	<b>1,5</b>	<b>1,9</b>	<b>2,1</b>	<b>2,2</b>	<b>2,4</b>	<b>3,4</b>	<b>3,8</b>



*That's all Folks!*

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Læs mere om P-GAP her:

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<https://www.linkedin.com/in/arjlimbic/detail/recent-activity/posts/>

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