

User Satisfaction at SaskTel



Saskatchewan Telecommunications (SaskTel) has launched live interactivity to help their Web customers with complex purchasing decisions. The user survey results confirm that live interaction drives Web sales.

In order to assist customers with the complex decisions required for telecoms purchases, Saskatchewan Telecommunications (SaskTel) has launched the LIVE HELP program—with one click, visitors to SaskTel’s Web site can now chat live with a product specialist to find an optimal plan for their individual needs.

Using the multichat application from the LiveReach™ integrated communications platform, SaskTel’s online sales agents are each able to manage up to five live customer sessions at a time. The technology allows sales agents to send Web pages directly to the customer’s browser, so that the sales dialogue is fully supported by online brochures and product information that the customer can bookmark for future reference. The combination of human assistance and the rich media of the Web creates a productive sales environment to help the customer resolve complex choices.

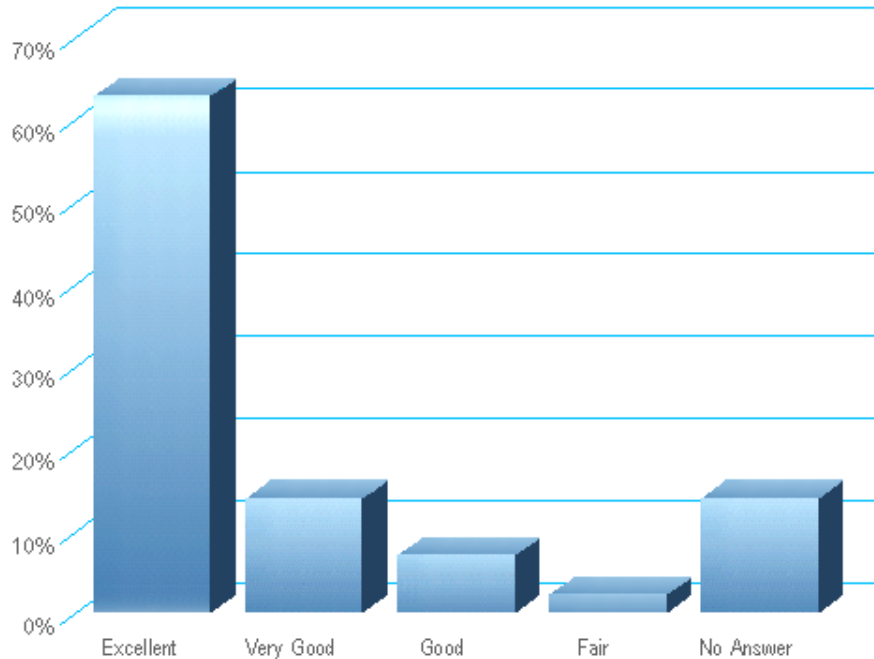
To test acceptance levels of the program, SaskTel distributed online surveys to both customers and agents at the close of each session. The questionnaires were delivered via LivePolls™—a feature of the LiveReach™ suite that serves customizable online surveys. The survey period ran from 9 August 2004 to 28 October 2004.

Customer response

Customer response was overwhelmingly favourable. The survey content was restricted to measuring the level of satisfaction with the interactive experience. Over three quarters of respondents reported that the experience was either “excellent” or “very good” among a total in which 14% did not reply.

Agent response

The primary objective for the LIVE HELP program was generation of additional revenues through facilitating the Web sales conversion process. Agents were therefore surveyed to assess the effectiveness of the live interactive process in stimulating additional sales. Agents reported that a full third of live interactions resulted in a new sale.



Customer satisfaction results: above are customer responses to the survey question: “How would you rate your overall experience with SaskTel’s Live Help?”

Agent questionnaire items

From the agent survey responses, SaskTel found that live interactivity was reported to be functionally useful (customers obtained the information they were looking for,) and effective in stimulating sales.

Did the customer get the information they were looking for?

Yes	No	Unsure	No Answer
83.33%	0.00%	0.00%	16.67%

Do you think this interaction will result in a sale?

Yes	No	Unsure	No Answer
33.33%	33.33%	8.33%	25.00%

Revenue generated:

0-\$499	\$500-\$999	\$1,000-\$4,999	\$5,000+	No Answer
33.33%	33.33%	8.33%	0.00%	50.00%

Customer segment:

Consumer	Enterprise	No Answer
75.00%	8.33%	16.67%

