

You said "Service Quality"

It is important for each call to be a unique experience for the customer; ensure this by taking their request into account, providing them with a suitable response, and by bringing a personal touch to the conversation.

The basics

- In most cases, you are the first point of contact for the customer.
- You must make sure each customer is correctly identified as per the applicable regulations.
- Whatever the communication channel used, the customer's request must be handled professionally and comprehensively from the very first interaction.
- We advise reminding the customer as often as possible of the importance of using their personal space. As you know, this is available 24/7.
- You can also encourage them to consult the bank's public website, which provides a wealth of information and can answer some of their questions through the FAQs.
- Don't forget that the quality of your interaction has a direct impact on the customer's perception of your organisation, on their level of recommendation (NPS) and on their loyalty to the brand and the bank.

The quality indicators

- Each customer contact triggers a survey that enables us to measure their level of satisfaction.
- We monitor three major indicators through these surveys.
 - The FCR or First Contact Resolution: this is an indicator that allows us to measure whether the customer's request has been dealt with from the first interaction.
 - CSAT or Customer Satisfaction: this is an indicator that allows us to ascertain whether the customer is satisfied with your level of service.
 - The NPS or Net Promoter Score: this is an indicator that allows us to measure the level of satisfaction of a customer based on their intention to recommend the brand or the bank to others.

In conclusion

Service quality is at the heart of our strategy.

The NPS is our flagship indicator and its growth is monitored every month by all Stellantis group employees.

