

How RevZilla Uses Real-Time Customer Feedback to Improve Front-Line Team Performance and Drive Measurable Business Results

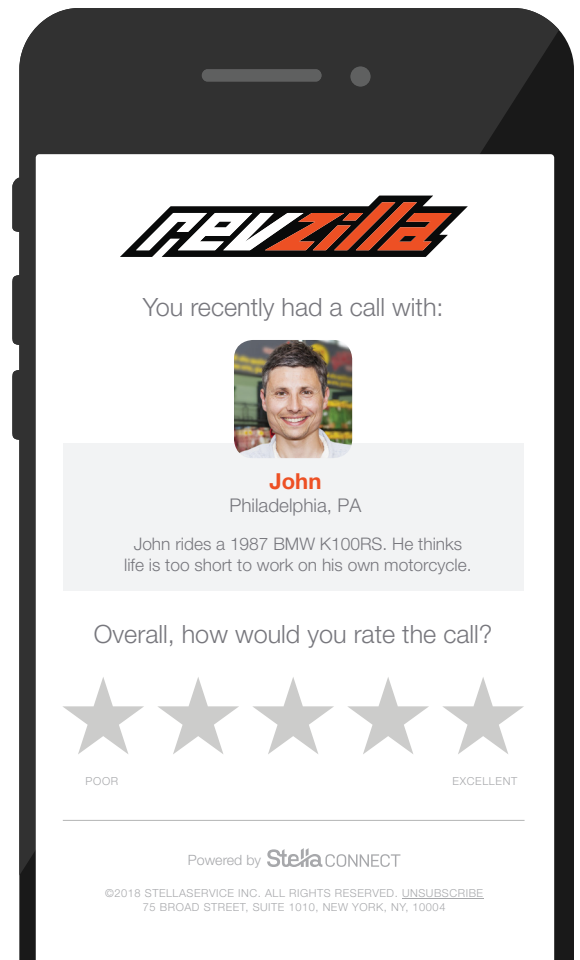
Some companies are trailblazers at heart. Their ongoing quest for a better way defines their business and drives it forward. RevZilla, a leading seller of motorcycle parts and accessories, fits that description to a T.

While its front-line "Gear Geeks" busily educate customers about the finer points of various product options, RevZilla's technical team is laser focused on developing systems and platforms designed to deliver the optimum customer experience. As part of this ongoing strategy, RevZilla took a hard look at how it could measure and improve performance across its front-line team. **Enter Stella Connect.**

Harnessing the Customer's View of Service Performance

Immediately after every service interaction, RevZilla customers receive personalized, agent-specific Stella Connect feedback requests.

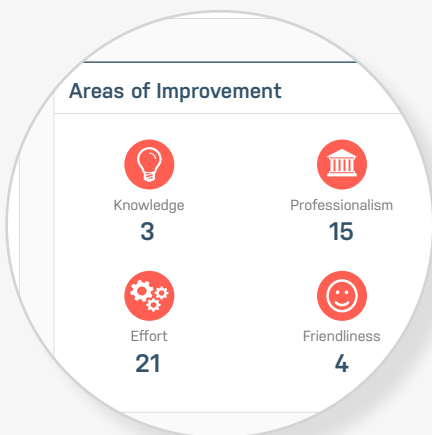
Response rates to these feedback requests are over 40% and most customer responses come in within an hour, complete with star ratings, comments, suggested rewards, and/or issues that need to be addressed. This customer feedback flows in real-time into streams and dashboards that Gear Geeks and their managers' have open in front of them throughout the day.



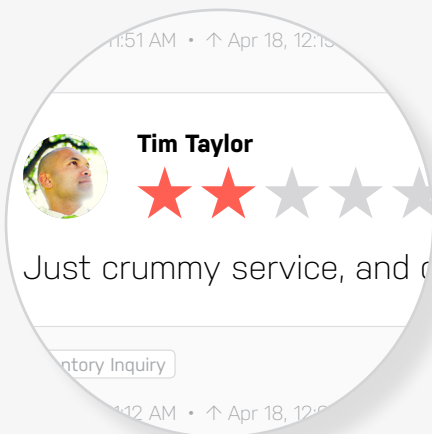
Using Stella Connect to Drive Front-line Performance

Agents: Most Declined	
Team leader	Response this week
Robert Wilson	35
Don Cunningham	98
Alice Riley	
Susan Smith	

Supercharged QA: RevZilla's QA program involves managers reviewing 20 customer interactions per Gear Geek per week. Using the customer feedback collected through Stella Connect, managers can now easily determine which 20 interactions to review. Call recordings or chat / email transcripts are then pulled and reviewed. Flagging positive or negative interactions that meet specific criteria, rather than randomly selecting 20 interactions that might not be representative of actual performance, has made the company's QA program much more effective.



More focused monthly reviews: During monthly "Geek Speaks," managers sit down with individual Gear Geeks and use Stella Connect's Trends dashboard to discuss how their overall performance has changed month-over-month and how it compares with that of other team members. After this macro review, managers then use Stella Connect to dive into individual interactions. The combination of macro and micro insights centered on real-life examples makes these monthly sit-downs more productive for managers and more meaningful for Gear Geeks.



Real-Time Micro-Coaching: The real-time flow of customer feedback enables managers to deliver in-the-moment micro-coaching on the contact center floor, essentially filling the gaps between monthly Geek Speaks and helping to drive continuous performance improvements. As well as this manager led micro-coaching, Gear Geeks leverage their personal Stella Connect streams and dashboards to self-correct their behavior, which reduces the burden on managers and gives Gear Geeks greater control and autonomy.



Results: Benefiting the Top and Bottom Line

Since implementing Stella Connect, RevZilla has seen big changes in year-over-year performance in its contact center:

15% improvement in first contact resolution

\$200k in annual labor savings through improved engagement and productivity

3% improvement in QA scores on top of scores that were already over 90%



Through Stella Connect, the RevZilla customer service team now does more with less because its Gear Geeks are better informed, better trained, and better at driving sales and resolving issues on first contact. What keeps Gear Geeks sharp, motivated, and productive is an innovative performance management system that relies on Stella Connect's real-time customer feedback and puts it to work for the team.

"Stella Connect has given us far deeper visibility into the performance of our front-line team. Our Managers can now run more effective coaching programs and **we've seen a measurable uptick in the quality of our service delivery, which enables us to resolve more customer inquiries with fewer staff and drive more revenue.**"



Patrick Roscoe, Director of Customer Experience, RevZilla



To find out how Stella Connect can transform your front-line team performance and deliver positive ROI, get in touch today: contact@stellaservice.com / [212.366.1483](tel:212.366.1483)