

Quick Facts

Macorva CX uses generative AI to turn your customer feedback data into automated reports with immediate next steps.

Relevant reports that come to you



Instant Alerts

Negative feedback triggers immediate notifications to the appropriate personnel via email, Teams, or Slack, enabling swift action.

Response Plans

Comprehensive customer response plans, including feedback analysis, action items, communication scripts, and tailored recommendations.

Agent Scorecards

Automated, AI-generated scorecards that provide agents with feedback summaries, trend analysis, and actionable steps for improvement.

Personalized Coaching

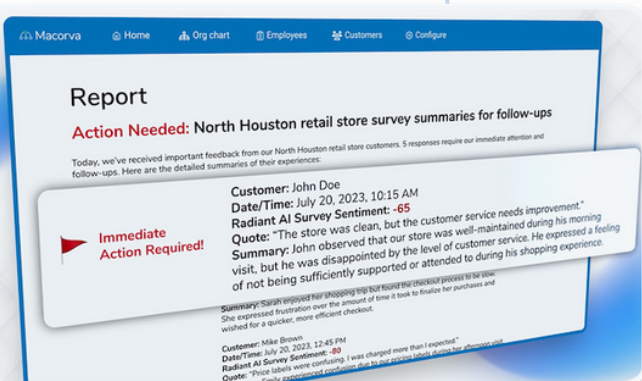
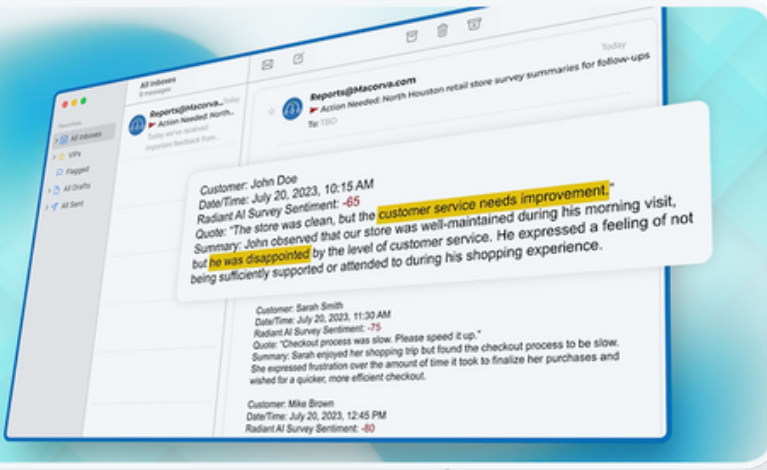
Personalized, feedback-driven action items and coaching materials to guide employee development and fill learning gaps.

Manager Insights

AI synthesis of all customer feedback into clear summaries with key findings, trends, customer sentiment, and recommended action items.

Executive Reports

Automated high-level reports highlighting noteworthy customer feedback trends, along with churn predictions and strategic recommendations.



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Customer Service Call Report

Key Numeric Metrics

- Customer Sentiment (Start): **50**
- Customer Sentiment (End): **90**
- Agent Performance Score: **85**
- Percent Issue Resolution: **100%**
- Call Impact Score: **20**

Main Issue

The customer requested an exchange of their iPhone 12.

Key Points

- The customer was initially frustrated with the process of getting a new device.
- The agent successfully verified the customer's information and processed the exchange.
- The agent provided clear instructions for returning the old device and receiving the new one.

Agent Performance

- The agent was professional and helpful throughout the call.
- The agent effectively addressed the customer's concerns and provided clear solutions.
- The agent demonstrated a good understanding of the company's policies and procedures.

Action Items

- Send the customer a return label for the old device.
- Monitor the delivery of the new device to ensure timely arrival.

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Monthly report for Andrew Pollean

November, 2023

	The past 2 months	This month
Rating	4.4 / 5	4.5 / 5
Fast	60%	65%
Friendly	80%	80%
Helpful	40%	43%
Attentive	80%	80%
Rude	20%	20%
Distracted	20%	18%

Strengths:

- **Consistent High Ratings:** Andrew Pollean has maintained a high rating of 4.4 out of 5 over the past two months, with slight uptick this month indicating overall customer satisfaction with his service.
- **Friendly and Attentive:** Andrew consistently scores high in friendliness and attentiveness, with 80% of customers acknowledging these traits. This suggests that he is able to create a positive rapport with customers and is responsive to their needs.
- **Fast Service:** Andrew's speed in service delivery remains consistently around 60% with a 5% increase recorded this month. This indicates that he is efficient in his role as an operator.

Areas for Improvement:

- **Helpfulness:** Less than 45% of customers find Andrew helpful. This area needs improvement as it directly impacts customer satisfaction and their overall experience.
- **Rudeness:** Despite his high scores in friendliness, 20% of customers perceive Andrew as rude. It's important to address this issue to ensure all customers feel respected and valued.
- **Distraction:** A consistent 20% of customers find Andrew distracted. This could potentially impact the quality of service provided and should be addressed.

Trends:

- **Stable Performance Metrics:** Over the past two months, all metrics have remained stable. This indicates a consistency in performance but also highlights areas where improvement is still needed.
- **Persistent Issues:** The issues related to helpfulness, rudeness, and distraction have persisted over the past two months with slight increases recorded this month. This should remain an area for improvement until noticeable changes are seen.

Recommended Actions:

- **Training on Customer Service Skills:** To improve on helpfulness, rudeness, and distraction issues, it would be beneficial for Andrew to undergo additional training focused on these areas.
- **Regular Feedback Sessions:** Regular feedback sessions can help identify specific instances where these issues occur and provide strategies for improvement.
- **Mentorship Program:** Pairing Andrew with a mentor who excels in the areas he struggles with could provide him with practical strategies to improve his performance.

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