



A Jones/NCTI® White Paper

# **7 Secrets** to Improve the Customer Experience in the Field



# Frontline Technicians Share How Accurate, Accessible Information Results in Better Service

## OVERVIEW

Improving the customer experience in the field begins with higher-quality resources for frontline technicians, according to new research from Jones/NCTI. Technicians say access to the right information directly impacts the quality of service they are able to provide in customers' homes and businesses.

**64%** of technicians who participated in a recent Jones/NCTI survey indicated better information access leads to an enhanced customer experience, while **57%** say information that's reliable and easy to find would support faster completion of each service call.

## TECHNICIANS SHARE 7 SECRETS TO INCREASE SERVICE QUALITY

Technicians shared seven secrets to improve the customer experience in the field. They say access to accurate, timely and easy-to-digest information will help frontline teams make customers happy and complete jobs more quickly:

1

### Equip supervisors and other technicians to act as mentors and knowledge providers.

Technicians rely on **well-informed supervisors and peers** to help troubleshoot, answer questions and set up unfamiliar systems.

» **66%** of technicians say it's most helpful to call a peer or a supervisor when they come across a question they don't know how to answer.

Says one technician, "I use other technicians because of their knowledge of the area and their recent experience in the field."

2

### Understand company-provided online resources aren't enough.

Frontline employees say they use Google, other Internet searches and YouTube as their **primary sources of information online**.

» Technicians rank Google or general Internet searches as their **#1** "most helpful" online information resource.

» Online company resources and vendor manuals tie as the **#2** "most helpful" or "helpful" resource for technicians.

**3**

### Realize employees are turning to non-company or vendor sites more than employers might think.

Technicians **rely on multiple sources of information** to solve problems, with Google, YouTube and Internet searches being referenced most frequently.

- » **57%** are searching online for information at least once a week.
- » **13%** search online daily to answer questions they encounter in the field.

**4**

### Review company-provided field training materials for reliability.

With the rapid changes in technology, **keeping internal resources updated** can be challenging. As a result:

- » **41%** say the company-provided information they access online is always or frequently reliable.
- » **51%** say company-provided information is sometimes or rarely reliable.

**5**

### Offer more sources of reliable, easy-to-access information.

Even though frontline technicians frequently search online for answers, they say the **information isn't always reliable** or up-to-date.

- » Only **38%** of employees say the publicly available information they access online is always or frequently reliable.
- » **24%** say it's rarely or never reliable.
- » **16%** even say the information accessed online is always or frequently inaccurate or out-of-date.

**6**

### Provide additional video resources to help technicians troubleshoot and find fast answers in the field.

Technicians say **online videos** are the most helpful way to learn something new in the field.

- » **57%** of technicians prefer videos for quick, on-the-go learning.
- » **29%** say step-by-step written instructions help them assimilate new information quickly.

# 7

## Provide technicians with the technology tools they need to access information.

Technicians are using both **personal and company-provided devices** to access information in the field.

» Employees rely on multiple devices – smartphones, tablets and laptops to get their work done. Most use a blend of personal and employer-supplied devices in the field.

• The **most popular devices**, in ranked order are:

- Employer-provided laptop
- Personal smartphone
- Employer-provided smartphone
- Employer-provided tablet
- Personal tablet
- Personal laptop

## EQUIPPING FRONTLINE TEAMS FOR CUSTOMER SUCCESS

As one of the few major industries that sends their frontline employees into customers' homes every day, it is critical for broadband providers to equip frontline employees with accurate and comprehensive information to deliver an excellent customer service experience 'in the moment.' Jones/NCTI's award-winning mobile app, Amp™, offers thousands of videos, job aids, tutorials and more. It is available as an app for iOS and Android devices or via desktop/laptop. Amp is a popular and indispensable tool for technicians, providing access to trusted information necessary to complete a job while in the field.

*Jones/NCTI surveyed its extensive database of cable and broadband frontline professionals May 8 – May 22, 2015.*

**Contact us to learn more about Jones/NCTI and our solutions to deliver a superior customer experience:**



**866.575.7206**



**[www.jonesncti.com](http://www.jonesncti.com)**



**[www.jonesnctiamp.com](http://www.jonesnctiamp.com)**

## ABOUT JONES/NCTI

Jones/NCTI powers frontline teams and drives performance. The company equips the field for success with results-driven learning content and tools. Designed for the way people learn today, Jones/NCTI's quality content and flexible technology solutions are created for use in the classroom and on the job. A passion for people development drives Jones/NCTI. Hundreds of thousands of technicians, customer service representatives and cable and broadband industry executives credit Jones/NCTI for the knowledge and skills needed to build rewarding careers and contribute to their companies' growth. Clients achieve measurable gains with their business and customers through actionable, timely and relevant learning. Find out how Jones/NCTI helps partners deliver a superior customer experience at [www.jonesncti.com](http://www.jonesncti.com).