

The Empathy Project



TELE2 – Telecoms Operator in Russia

Tele2 Group is a leading alternative telecom operator in Europe providing 'Best Deal' telecom services for more than 30 million customers in 11 countries. In Russia TELE2 is the fastest growing mobile player with >20 million customers and recorded as 1st in Customer Loyalty

Client Needs and Objectives

TELE2 recognised the expectations of their customers in particular to have their cases resolved quickly, at the first attempt and with respect. They used 'A complaint is a gift' book by Janelle Barlow and Claus Moller as the basis of change turning the concept into a complaint handling strategy.

The results were significant

- Complaint handling time decreased from 1 week to 24 hours
- Customer Satisfaction increased by 30% points
- Dissatisfaction dropped by 2 times

However it still felt as if it wasn't enough ...

During the ECEW conference in 2008, a Nina Gyubbenet (Director of TELE2) heard Jamie Lywood speak about Empathy. She immediately understood what was missing – EMPATHY

They embarked on The Empathy Project: Project goal was employee behavior transformation from intelligent voice machine approach into emotional involvement, understanding and **real help** that will increase both employee satisfaction and customer loyalty:

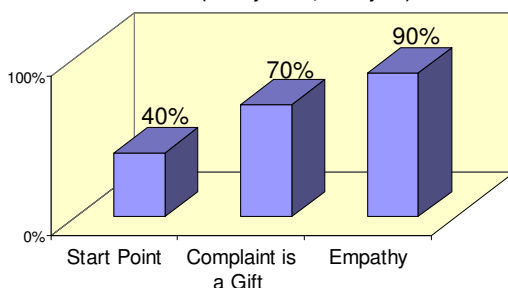
➤ What They Did

- Developed Key Competence Model for customer service employees in all channels
- Measured empathy level in the beginning of the project and year after
- Developed on-going Empathy training for employees (train the trainer approach)
- Learned how to measure Empathy
- Incremented Empathy into interaction evaluation model and into employee bonus model

➤ Outcomes

- Empathy Project recognised as a True Success across the organisation
- Customer Loyalty level increased by extra 20% and reached 90%

Overall Satisfaction with Customer Service, Top Box (5)
1 to 5 scale (1 - very dissat, 5 - very sat)



Nina says:

Couple of years ago I attended one of the Customer Experience conference. I had quite limited expectations, normally conferences doesn't give you much practical information.

But this time I was very fortunate to attend Jamie's speech. I began to listen to what Jamie was saying and I sat up and understood what was missing in my own organisation. It was an inspired talk and I was able to take away some key lessons and articulate the messages to my colleagues in such a way so as to launch 'The Empathy Project' within TELE2.

I am very proud of what we have achieved to-date with Empathy and it has been transformational. I recommend everyone to truly hear Jamie's message and to act on it.