

How DebitSuccess got their lowest performers to match their best

DebitSuccess is one of the largest full-service direct debit management services in Australia and New Zealand. They were looking for a platform to measure and improve the customer experience of their service center.

They knew they wanted to coach and motivate their frontline staff using actual customer feedback. They just needed the right tool to connect the dots.

Enter real-time feedback and coaching with AskNicely

They now celebrate and coach their call center teams with customer feedback tied to individual performance. With this feedback loop, they've improved the results of their bottom-ranked agents by coaching for what they know drives great customer experiences, and validating awesome work when it happens.

Since implementing AskNicely they've fostered a positive competitive culture among their team leads, with everyone wanting to win on AskNicely's leader board. Managers are able to provide broad training on common themes, and personalized 1:1 coaching on specific customer feedback.

They've also found evidence of one of their oldest assumptions: That having difficult conversations **well** results in a better customer experience than avoiding them all together. They're now able to use specific examples in coaching conversations, resulting in measurable behavior change from their service center staff.

How their new coaching culture got results

DebitSuccess was able to significantly improve agent performance from AskNicely's coaching. Their solution center agents who rank in the bottom ⅓ have **increased on average 21.5 NPS** to more closely match the higher performers.

This has a mirrored performance for the firms overall NPS with a **20.8 point increase over all**.

At a Glance

Challenges

- Inconsistent customer experience
- A desire to coach and motivate teams with direct customer feedback

Results

- Evidence based coaching conversations
- Average Agent increase of 21.5 NPS points
- A resolution of some of their biggest coaching challenges



AskNicely changed our coaching conversations. We now have regular examples of excellent customer service to coach from, and our team leads actually compete to get to the top of the AskNicely leader board.

Wayne Pointon,
Global General Manager
Service Delivery



asknicely.com