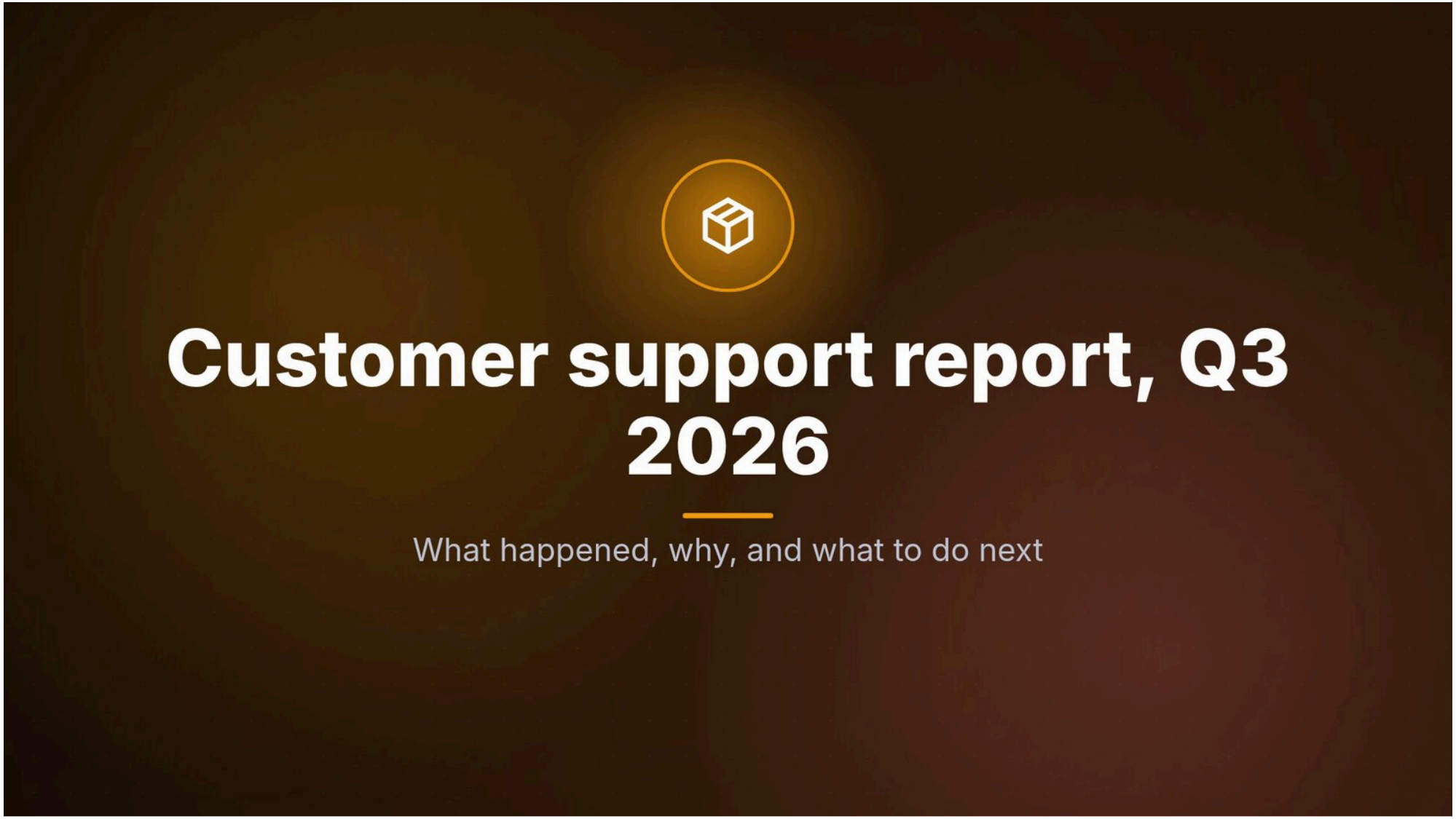
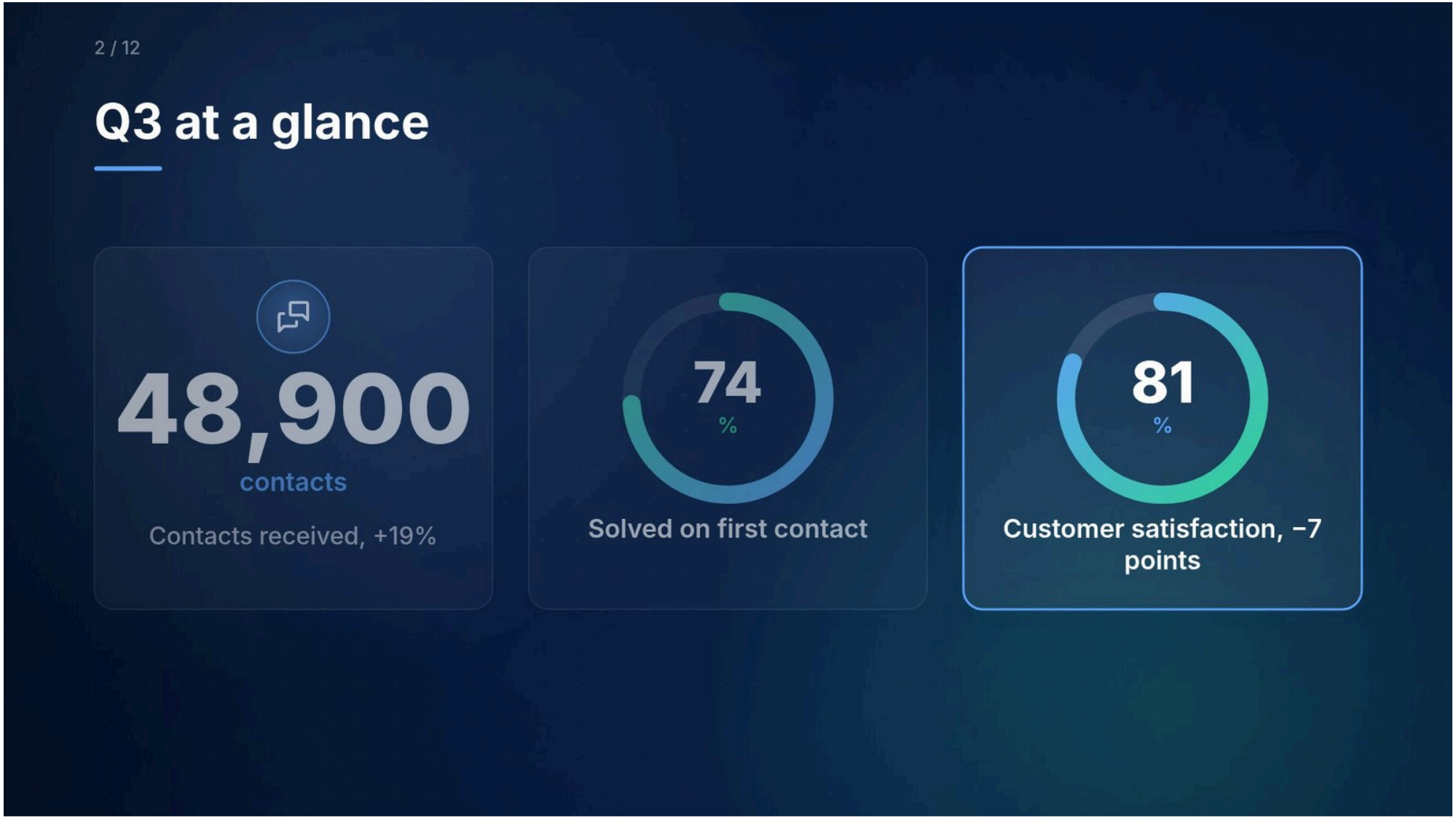


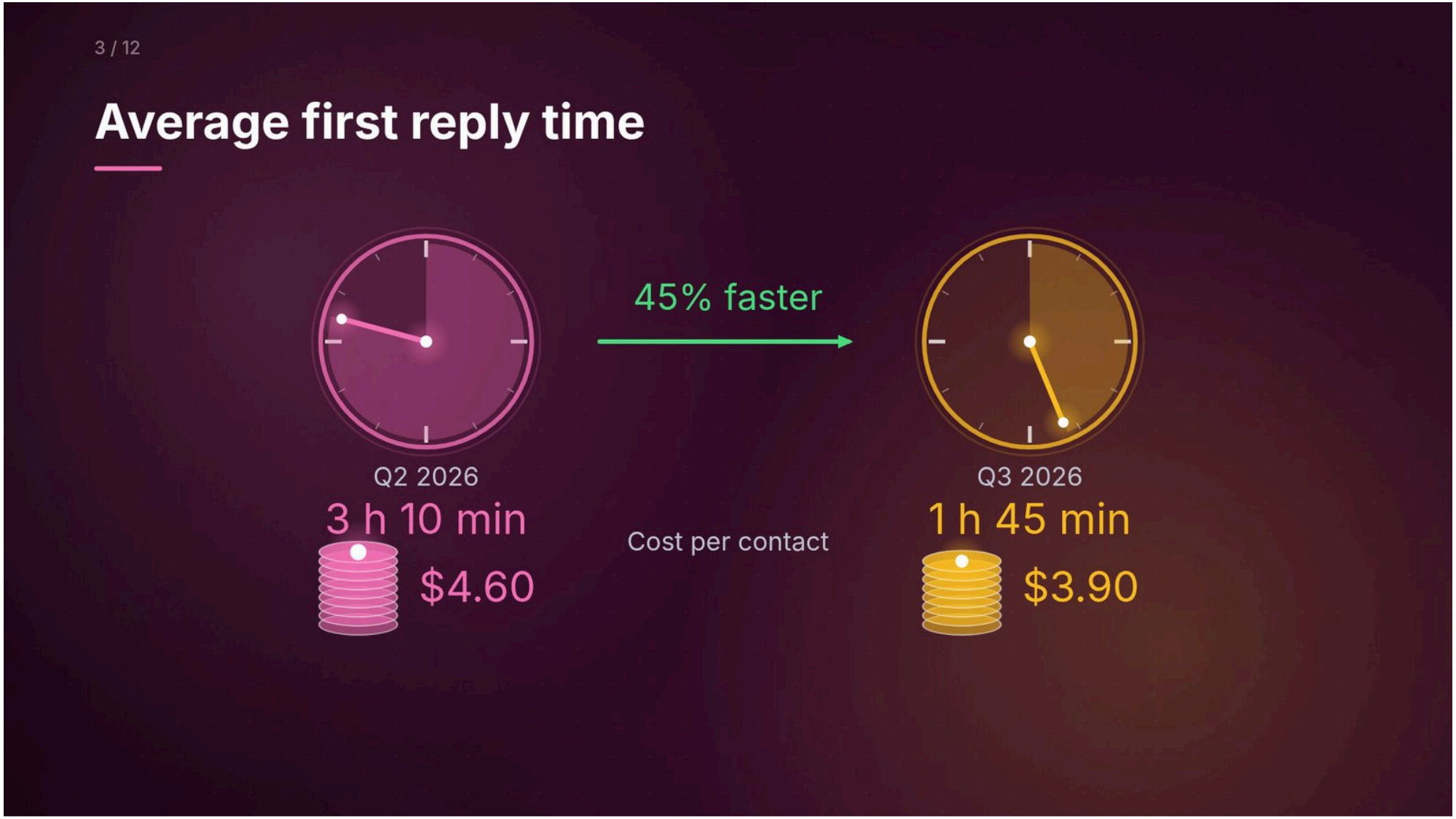
1 / 12 · Faster, busier, but less satisfied

Meridian Parcel's support team had its busiest quarter ever and answered customers faster. Yet customers were less happy than in the spring. In the next few minutes you'll see why, and the three actions the team recommends for the busy fourth quarter.



2 / 12 · The quarter in numbers

Support received 48,900 contacts this quarter, up 19 percent on the spring. Nearly three in four were solved on the first contact, up six points. But customer satisfaction fell seven points to 81 percent.



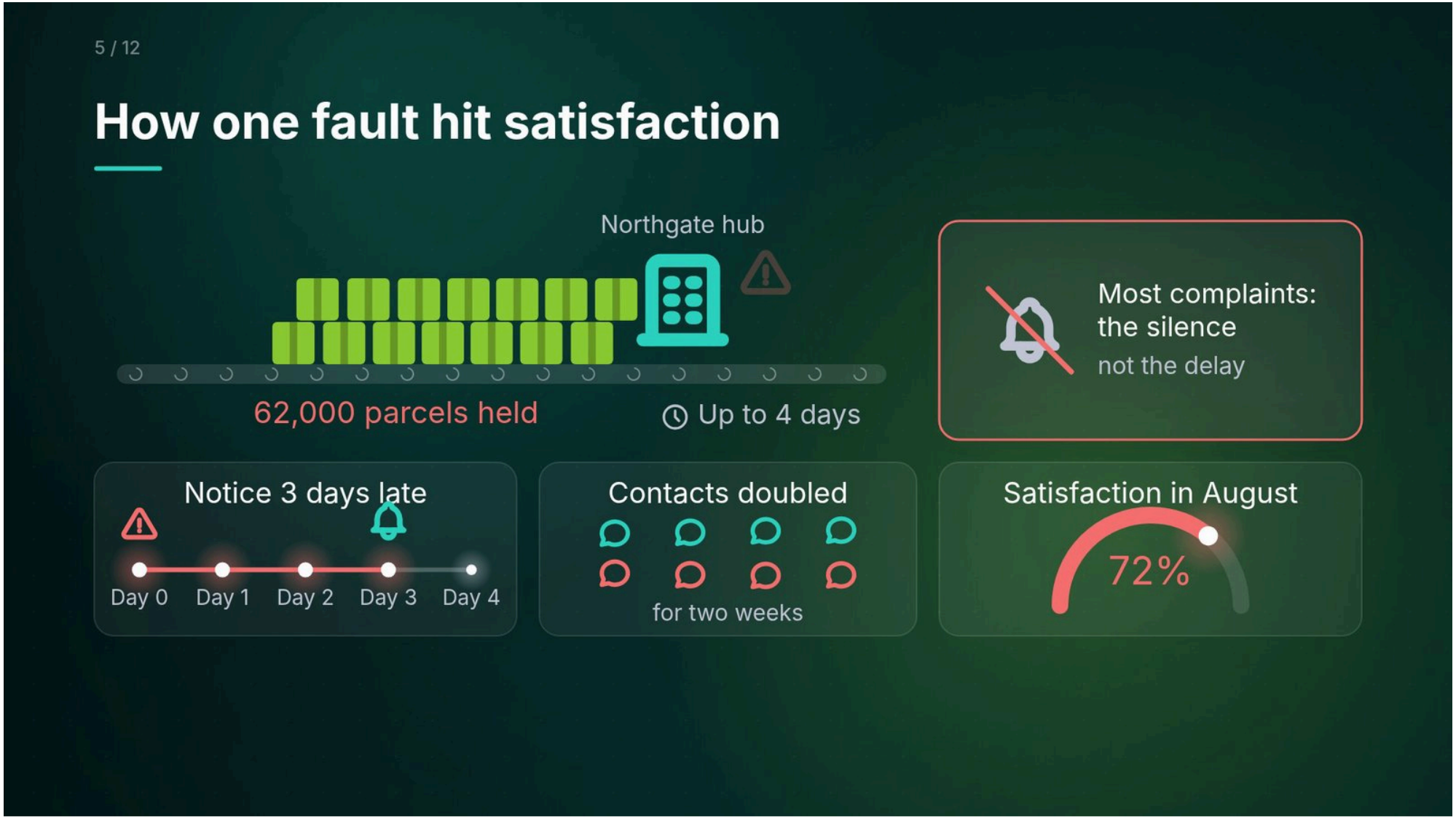
3 / 12 · Faster replies

Here's the speed gain. In the spring, customers waited about three hours ten minutes for a first reply. This quarter it was one hour forty-five, which is 45 percent faster. Cost per contact also fell, from $4.60 to $3.90.



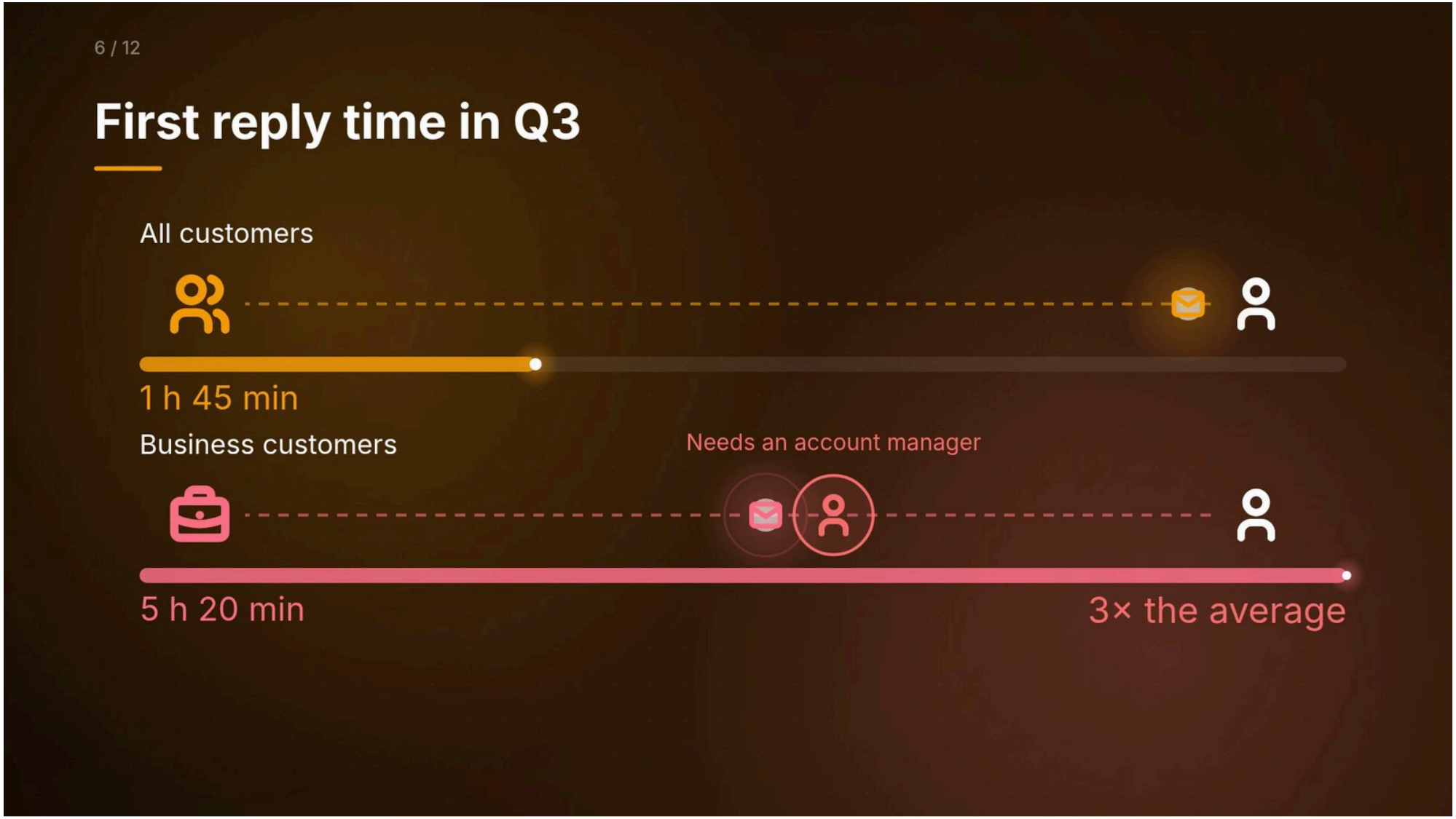
4 / 12 · What went well

Three changes paid off. A new chat assistant answered 31 percent of contacts without an agent, mostly “Where is my parcel?” questions. A new evening shift cut the morning backlog from about 900 open tickets to 250. And refunds now take 2 days instead of 6, because agents can approve refunds under $50 themselves.



5 / 12 · The August delays

So why did satisfaction drop? In August, a sorting fault at the Northgate hub held about 62,000 parcels for up to four days. The delay notice went out three days late. Contacts doubled for two weeks, and satisfaction that month fell to 72 percent. Most complaints were about the silence, not the delay.



6 / 12 · Business customers waited longest

Business customers had the worst experience. Their average first reply took five hours twenty minutes. That's three times the overall average, because their questions need an account manager.



7 / 12 · Why customers got in touch

Nearly half of all contacts were “Where is my parcel?”, up from 38 percent in the spring. Damaged or missing items came next, then address or time changes, and refunds and billing. Business accounts and other questions made up the rest.



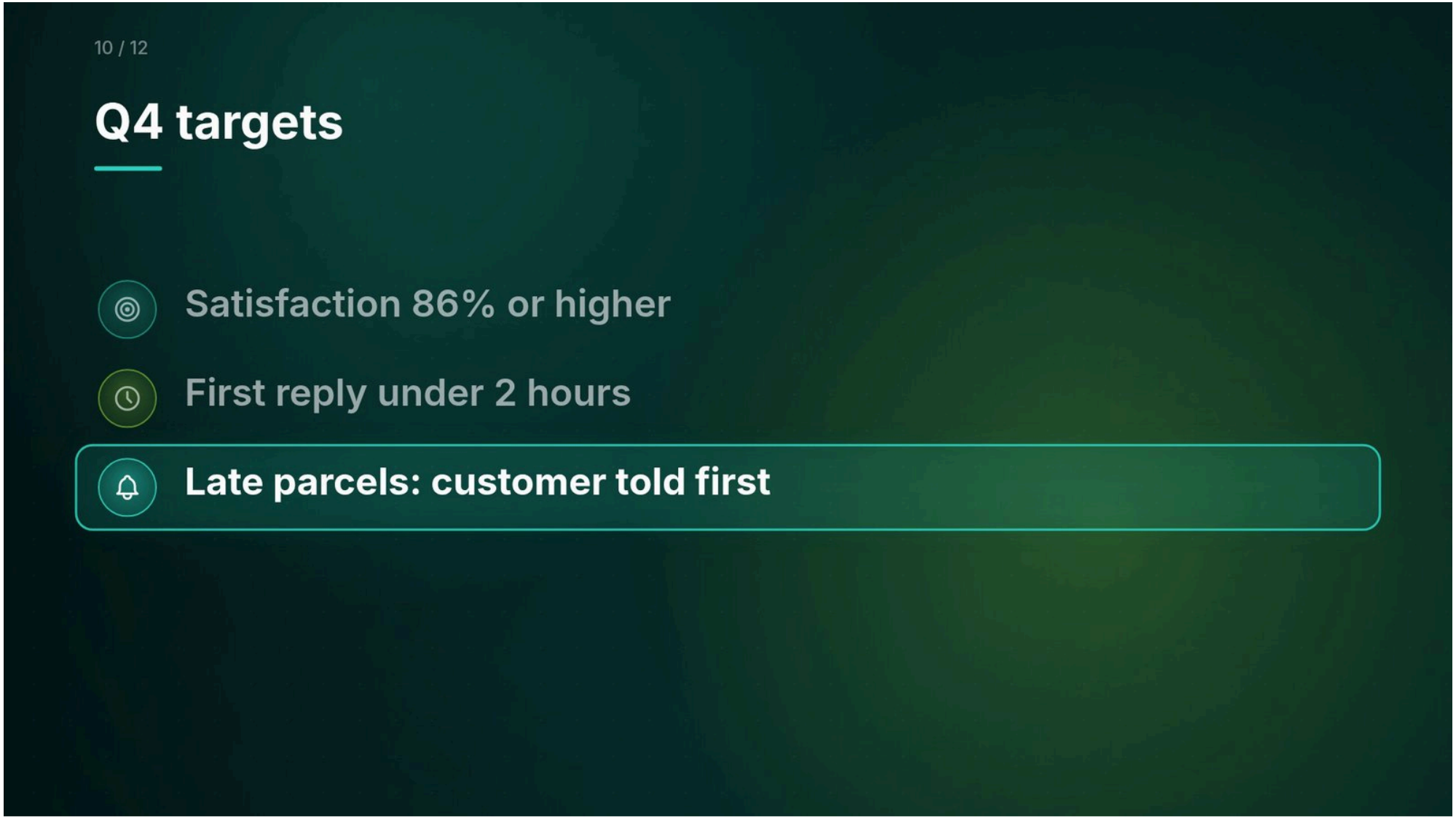
8 / 12 · Three actions for Q4

The team recommends three actions. First, send a delay notice automatically when a parcel is over 24 hours late, saving about 6,000 contacts in a bad month. Second, hire 12 seasonal agents to keep replies under two hours. Third, give business customers their own queue with three trained agents, at no new cost.



9 / 12 · The decision needed

Leadership needs to approve $114,000 for the first two actions by 30 October. That lets the seasonal agents start training on 2 November. They then work from 15 November to 15 January, covering the holiday peak.



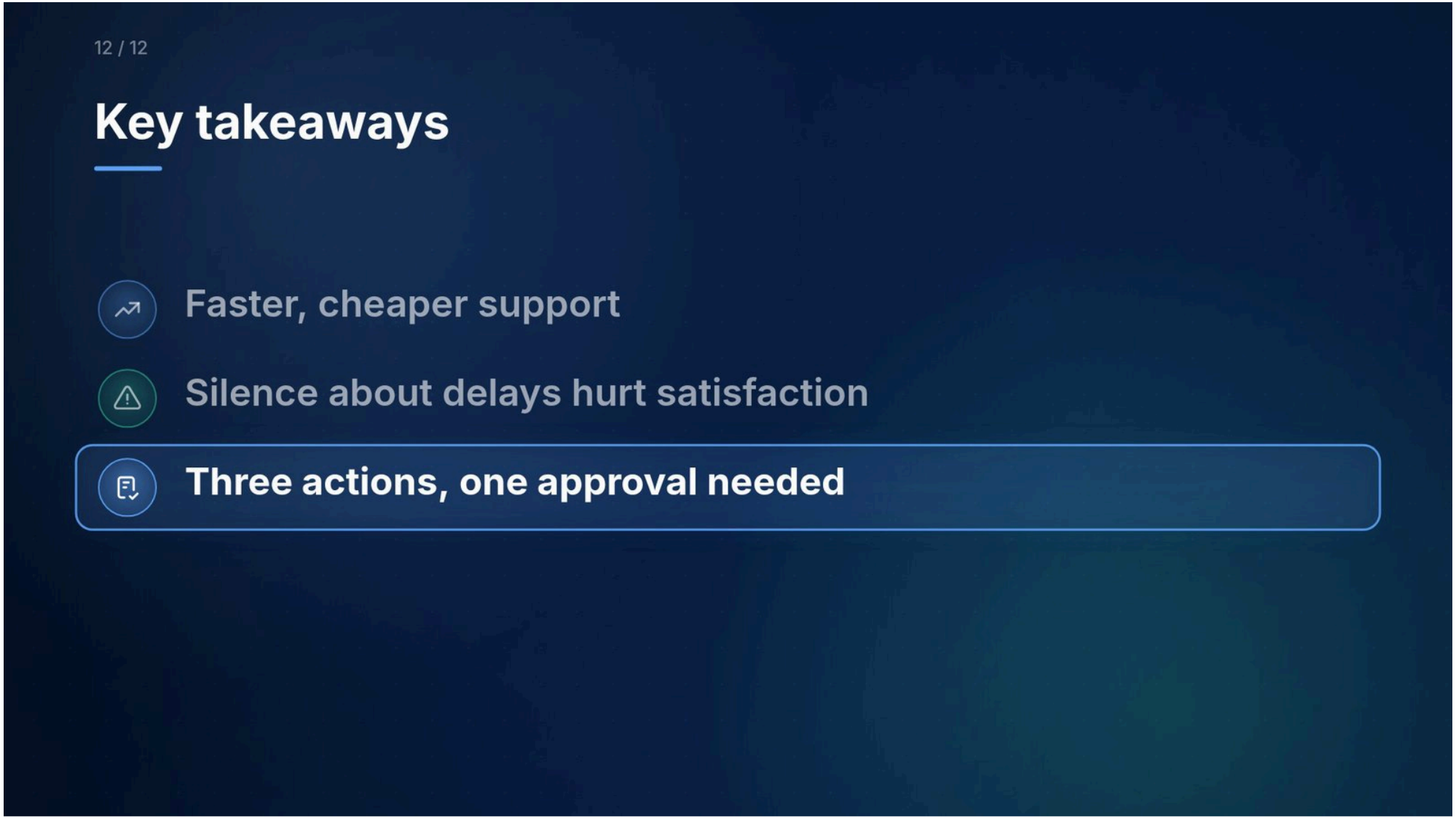
10 / 12 · Targets for Q4

Here's what success looks like. Satisfaction back to 86 percent or higher. First replies under two hours on average, even in December's two peak weeks. And every customer with a parcel over 24 hours late told before they have to ask.



11 / 12 · Risks to watch

Two risks remain. The team forecasts 71,000 contacts in December, and if volume passes 80,000, reply times will slip even with extra agents. Also, the chat assistant gets about 3 percent of answers wrong, so a sample is reviewed and corrected every week.



12 / 12 · Recap

To sum up: support got faster and cheaper, helped by the chat assistant. Satisfaction fell mainly because customers weren't told about the August delays. The fix is proactive delay notices, seasonal agents and a business queue, with $114,000 approved by 30 October.