

Active listening

How we design great customer support experiences.



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Coming up

What is active listening?

The levels of customer support and what listening feels like at each.

How to listen better and what to listen to.

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Have you had more than one barber or hairstylist do your hair in the last 6 months?





We nurture our customer
relationships by keeping our promise
of **making money work for everyone**

Scaling customer support

100k

customers



100m

customers

Scaling customer support



Active listening is our
superpower, it keeps us
customer centered

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Listen

Listen

Understand

Listen

Understand

Respond

Listen

Understand

Respond

Reflect

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Reactive support



It's hard to listen when the
noise of a broken
experience is so loud.

When support is reactive;

- Support is expensive
- Customer churn is high
- Support operatives are unmotivated

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- Support is expensive
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Listening is poor

Active support

When support is active;

- Growth is steady
- Support operatives are motivated
- Discovery might be hard

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Listening is okay



Proactive support

At every touch point, it
feels like the app is listening.

Customers feel heard

When support is proactive;

- Growth is immense
- Support operatives are highly motivated
- Customers are campaigners

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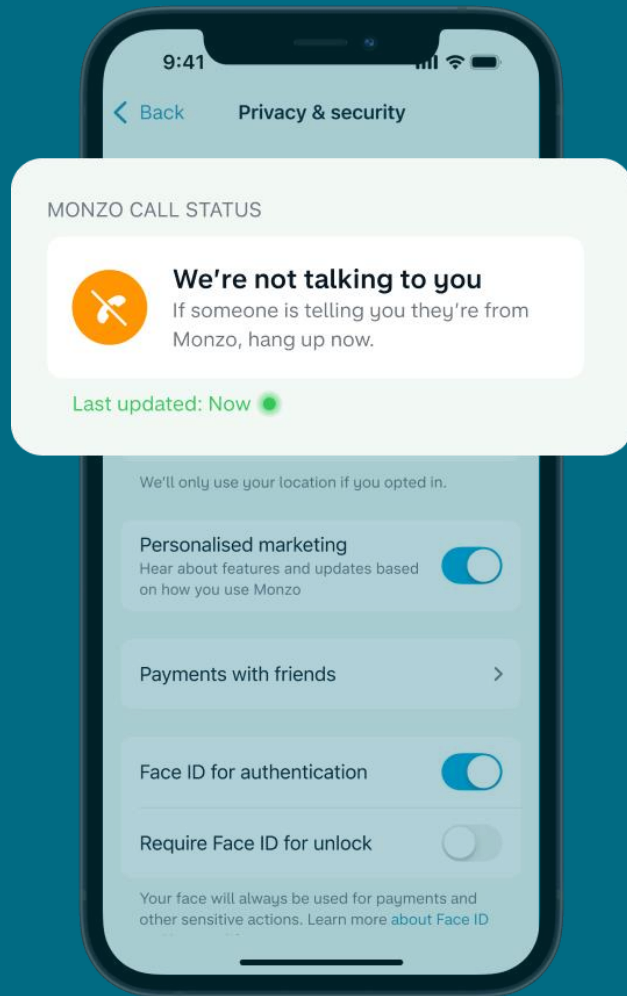
Listening is great

Call status

We make it clear to customers when we are not talking to them to protect them from fraud



Product designer
Adbelrahman El Bialy



700

Fraud cases reported per month on call status

“

I had a scam caller call me about this transaction saying they were from monzo but when I saw the status of “we are not calling you”, I hung up.

- *monzo customer*

Secure account In the app

Experiment

Enabling customers to secure their account in the app when they suspect a fraudulent transaction



Product designer
Samuel Fabayo

Protect your account in 5 steps

You'll need to complete all the steps in one go to fully protect your account.

COMPLETE ALL 5 STEPS

- Freeze your card**
Stop your card and transfers from working
- Verify your identity**
Access your account again by saying a few words to the camera as a security measure
- Log out of all devices**
So nobody else can get into your account
- Update your email password**
Ensure no one has access to your email

Freeze card

~~30mins - 2days~~

5 - 8mins

Workflows

Breaking down
support processes
into smaller tasks



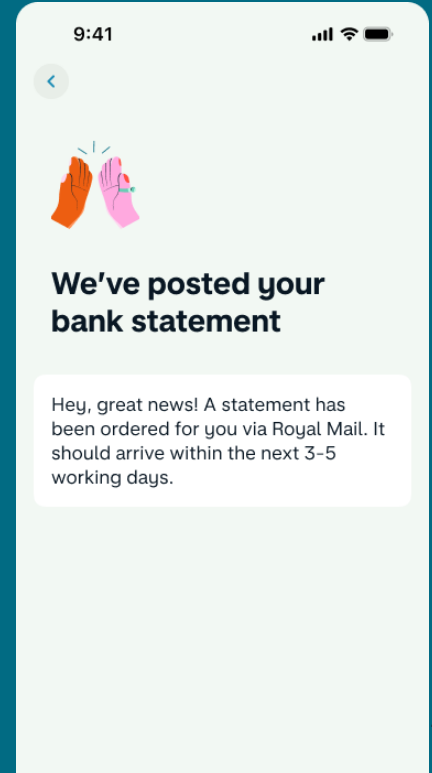
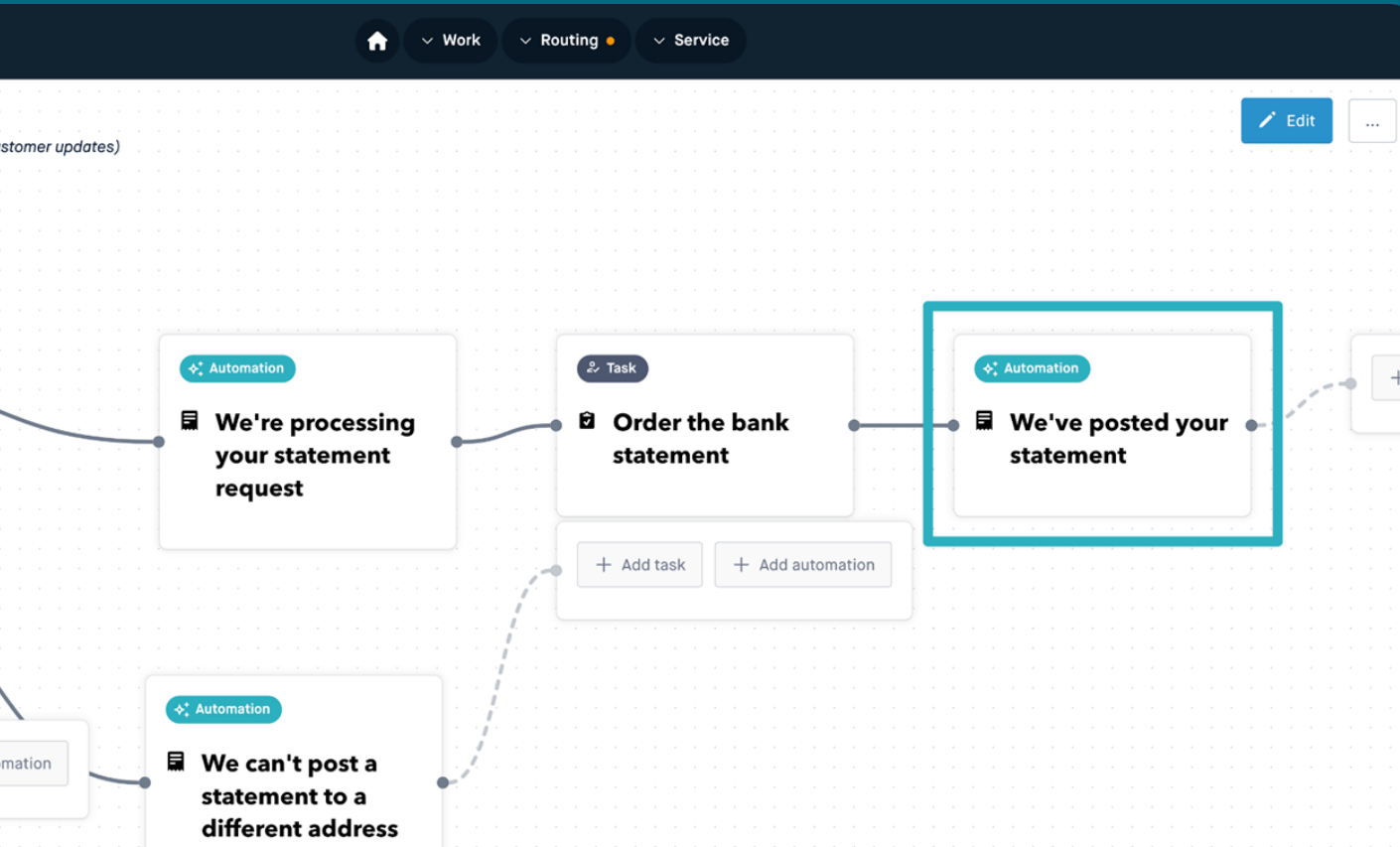
Product designer
Samuel Fabayo/Alex Manthei

The screenshot displays the BizOps Admin interface for a workflow titled "Preferred & Legal name update". The interface includes a top navigation bar with "BizOps Admin" and a "STAGING" indicator, along with navigation links for "Work", "Routing", and "Service". The workflow is visualized as a sequence of three steps:

- Trigger:** A box labeled "Trigger" with the question "What triggers this task?" and a dropdown menu showing "Form submitted".
- Automation:** A box labeled "Automation" with the message "We've started your request to update the name on your account".
- Task:** A box labeled "Task" with the question "Has the user uploaded a valid proof of name change document?".

Arrows connect these steps in a linear sequence from left to right. On the far right, a partial view of a decision tree is visible, with branches labeled "Yes", "No", and "Skip".

Timely customer updates



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Listen to research

Which of these is more important to customers when they need help?

a.

Live chat with customer support

b.

Solve problems myself in the app

c.

Solving my problems quickly

d.

Phone calls with customer support

Which of these is more important to customers when they need help?

14%

Live chat with customer support

17%

Solve problems myself in the app

27%

Solving my problems quickly

8%

Regular updates on my case

Others

34%

Phone calls with customer support

The way you speak to me

Replying to messages quickly

Never having to repeat myself

Always speaking to the same support person

Accurate time estimates

Speed +
Selfserve

Listen to the data



The summer
'23 incident

Big problems
versus
Small problems



Listening through
shadowing

Be a fly on
the wall



Reactive support



Proactive support



Thank you