



CONTACT CENTER BEST PRACTICES:

Delivering a Consistent & Human Customer Care Experience





It goes without saying that customer care is vital to any brand's continued success—and its ability to provide this support service has a direct impact on both customer satisfaction and loyalty. That impact can be either positive or negative depending on the customer's experience with contact center agents and whether or not those interactions meet their needs and expectations. That's why contact centers need to be more empathetic and understanding, all while balancing company policies and sound business practices.

Contact centers are known to be the epicenter for incoming issues and incoming issues and unsatisfactory

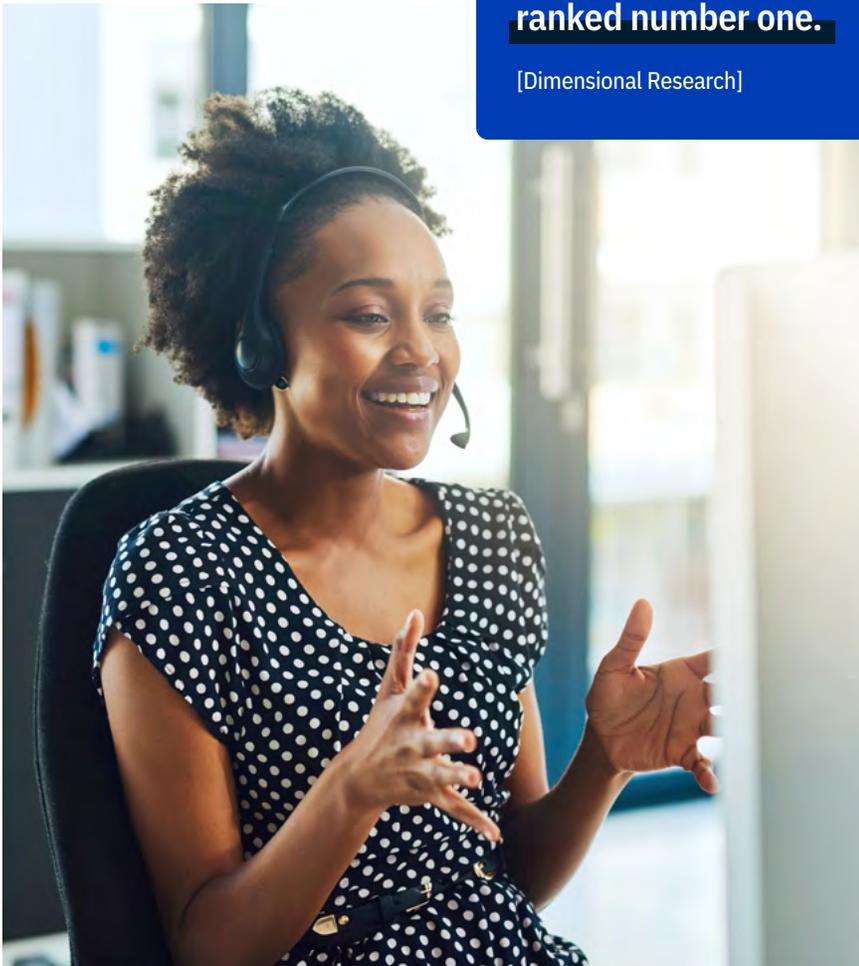
customer experiences, with more and more consumers turning to a variety of support options to help with their needs or queries. Today's contact center is the meeting point for brands and consumers to come together and build foundational relationships for trust and loyalty. They can also be a powerful factor in strengthening brand reputation and identifying the differentiators that enable brands to stand out from the competition.

In this paper, we'll explore how contact centers can ensure their focus is always on the customer, and how they can use their data to take action, reduce churn, and provide a connected experience throughout the customer journey.

Meeting Your Customers' Expectations?

When asking consumers what impacts their level of trust with a company, offering excellent customer service ranked number one.

[Dimensional Research]



The customer's experience doesn't stop once they have purchased a product or received a service. It is an ongoing process, and aftercare and support is just as important as the transaction.

Companies are under immense pressure to provide the experiences that their audiences want. If something isn't up to scratch, customers expect it to be resolved if they are to remain loyal to your brand.

According to Forbes, around 75 billion dollars are lost every year on poor customer service experiences.

That's why it's so vital to identify customers' expectations in the first place. Over our many years of experience helping contact centers create loyalty-generating experiences, we have identified four key expectations that customers have for their contact center interactions:

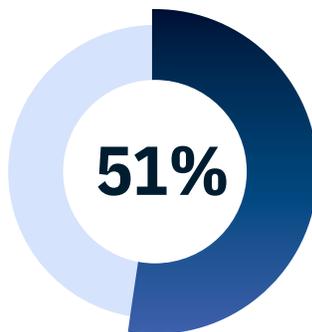
Focus on Quality

Contact centers are often the first point of contact when a customer has a question or complaint. This means call center agents have the first opportunity to influence whether a customer will stay or leave, meaning they have the power to improve customer satisfaction and prevent churn. In order to do this successfully, employees must take the time to understand the customer's problem, show empathy, and let the customer know they are doing all they can to resolve the issue.

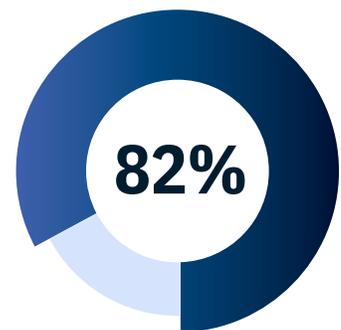
Issues Resolved in Real-time

Your customers' time is valuable, so they expect to have issues resolved during the first contact. Addressing problems immediately can turn negative experiences into positive ones. Having the time, date, and nature of the issue at your fingertips allows you to prioritize cases effectively and take the stress off your contact center agents.

The most important element of a good customer experience is interacting with an agent who understands the issue (51%).



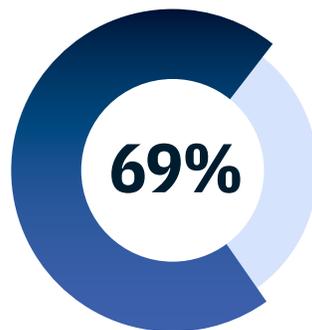
82% of consumers say the number one factor that leads to a great customer service experience is having their issues resolved quickly.



Availability of Help

Customers should be able to contact your organization however and whenever they like. Offering a multichannel service for your customers to get in touch decreases customer effort and lets them get in touch on their own time. However, it is important to not to get rid of the human element, as it is one of the fundamentals of customer service.

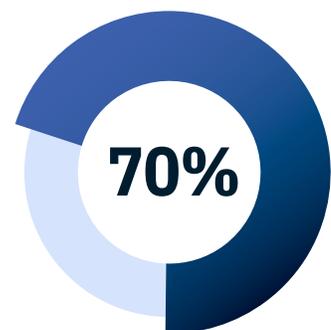
According to Forrester, live assistance has the highest satisfaction rate, with 69% of customers saying that their questions are fully addressed over the phone.



Anticipating Needs

Customers call in for solutions and don't want to be put on hold if they can avoid it. By evaluating the entire customer journey and having the data readily available, you will be able to know at what part of the journey their issue occurred, which allows you to understand why it occurred and take action. Anticipating the customer's needs and taking proactive actions to fix the root cause of their problem will decrease the amount of calls to your support center and allow it to focus on larger customer issues.

70% of global consumers have a favorable view of brands that contact them with proactive customer service notifications. [Microsoft]



5 Simple Steps to Improve the Contact Center Experience

Listen → Identify → Understand → Reassure → Take Action → Follow up → Improve

When you listen to what your customers are saying, you are able to identify and understand where and why issues occur. Only then can you really reassure them that you understand how they are feeling and have all the information you need to step up and take action.

Here are some easy ways you can utilize customer and employee feedback to improve the contact center experience:

STEP 1:

Utilize Automation

Take routine and repetitive tasks out of your agents' hands by automating them so they can focus on more complex issues. Being able to solve smaller issues through automation (such as chat functionality or survey feedback) will lead to a reduction in the number of calls to your call center, which will save you time and money.

Using an automation tool that takes feedback from the customer and automatically directs them to the solution they need will reduce the stress on your

customer support team, and allow your customers to get issues resolved quickly without having to escalate it to an agent.

STEP 2:

Explore Customer Issues to Create Self-Serve Content

Solve frequently occurring issues by analyzing your customer feedback and linking the most frequent problems back to your organization's development teams. This way, everyone can see where the problems are arising and can take appropriate action, such as creating self-serve content like video tutorials and FAQ support pages.

It is likely that most of the queries your support team hears on a day-to-day basis are about the same topics. Anticipating customer queries before they are even asked shows proactive support and puts the power in your customers' hands to solve their issue themselves.

STEP 3:

Engage and Enable Employees

Employees can use their intel about customer issues to turn detractors into promoters. Teach employees how to reduce friction and provide them access to customer feedback to equip them with the knowledge they need to address customer concerns. This in turn will reduce repeat calls and call transfers, as well as help solve issues at the first contact.

Human, emotional connections are very important. By arming employees with the right information and training, you will enable them to create positive relationships with customers.

Allianz used their customer feedback analytics to discover that changes needed to be made when it came to handling customer issues. Call center scripts were improved and a coaching program was implemented for all frontline staff. This has not only increased customer satisfaction, but it has also simplified the call center process—and there has even been a spike in sales conversion rates.

STEP 4:

Data Is a Gold Mine

All organizations generate lots of data. Knowing how to use it means the difference between a successful organization that understands its customers, and an organization that just survives. By collecting and analyzing data such as customer feedback, social media data, and website analytics. You can empower your support teams to understand where issues are arising and how to solve them immediately.

STEP 5:

Closing the Loop

Following up with a survey/feedback process after issues have been resolved not only shows you that the issue was dealt with, but also allows you to see where to enhance call center experiences. Following up with employees as well as customers on how they felt the case was resolved also allows you to see how your employees are feeling. You can use all of this data to constantly improve the processes you put in place. But it doesn't stop there.

Good customer service should have a closed-loop process in place. Always follow up with the customer to see how they felt about how the situation was dealt with and then use this insight to constantly improve.

Client Spotlights:

Need more inspiration? If so, this is how some of our clients have implemented these fundamental steps to drive success throughout their call center organization.



Reliant's CX program focused on the company's call center, specifically on retaining existing customers by clearly setting expectations and focusing on how customers felt after interacting with the brand. Reliant relied on metrics and data to understand customer needs and to measure whether or not customers were happy with its call center service. Reliant used its customer feedback analytics to discover what changes needed to be made when it came to handling customer issues. Call center scripts were improved and a coaching program was implemented for all frontline staff.

Thanks to the case management tool, Reliant can follow up with customers after a negative experience, a case is opened according to a select criteria, and the call center team can automatically contact the customers who have rated the service contact negatively.

“...We review every comment and suggestion, follow up with unresolved issues within 48 hours, and go through a rigorous process to determine our course of action...”

JEFF WILKINSON, SENIOR DIRECTOR, MASS OPERATIONS

An American Tax Prep Company

InMoment helped this American tax preparation company implement a process that automatically invites customers to leave feedback over the phone immediately after receiving support from an agent. Our advanced, industry-tuned text analytics enabled its team to identify areas of opportunity and concern, drill down to specific details that yielded

actionable information, and implement changes all within the same tax season.

As a result, feedback volume increased by 400%, issue resolution rates increased by 5-7%, and handle time decreased by 5 to 8 seconds per call across 12 call centers, resulting in significant cost savings.

The Business Value of Providing Excellent Customer Service

Additionally, optimizing call center performance helps you generate business value in three major areas:



Retaining Customers

- Call back detractors
- Pinpoint at-risk customers
- Identify friction points
- Drive behaviors to create customer trust and loyalty



Minimizing Costs

- Reduce cost to serve
- Resolve within the first contact
- Drive loyalty and use less budget to do more
- Lower employee attrition



Reduce Handle Time

- Less customer effort
- Higher agent engagement and productivity



ATTRACTING A NEW CUSTOMER IS 6-7 TIMES MORE EXPENSIVE THAN RETAINING A CURRENT ONE

Whether your contact center needs decreased handle time, increased first-call resolution, or decreased customer transfers, we will leverage our more than 17 years of industry expertise to ensure that your KPIs support your organization's economic drivers.

For more information please visit our website:

<https://inmoment.com/contact-center/>

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