



UNIVERGE BLUE® ENGAGE

Keep Customers Onboard with These
6 Customer Support Best Practices





Customer loyalty can be here one day and gone the next and that can be incredibly expensive. And now, with looming economic uncertainty, customers are even more careful about where they're spending their money. On top of that, your business faces many competitors who are ready to steal away your customers and, to be honest, it's not hard to do. 80% of consumers have gone to another brand following a single instance of poor customer service¹.

While it's tempting to think you can just find more customers, investing in better customer experiences to keep your existing customers can be up to 25 times less expensive than finding new ones since they're more likely to buy from you again². If you want to keep growing your business, use these 6 best practices to keep your customers on board.

KEEP CUSTOMERS ONBOARD

¹ Zendesk Customer Experience Trends Report 2020

² Reichheld, F., Prescription for cutting costs, Bain & Company, accessed 7 July 2023

BE AVAILABLE

Being more available for your customers doesn't necessarily mean having everyone available 24/7. It means making information readily available when customers expect it. Customers may have different standards about availability when visiting your website for information versus calling you at 1 AM.

WITH THAT IN MIND, BE SURE TO:

- › Update your website to answer common questions your customers have
- › Make sure your website is mobile-friendly
- › Provide contact information on your site where it's easy to find (e.g., at the top of the page, the footer, or a dedicated Contact Us page)
- › Use automated messages and replies for calls and emails outside of business hours or for holidays
- › Implement self-service tools like webchat to allow customers to resolve their own inquiries



MAKE YOURSELF ACCESSIBLE

Accessibility is not the same as availability. Businesses may claim they're available but if it requires too much effort on the customer's part to contact them, they might as well be miles apart. Being accessible is all about understanding the way your customer wants to communicate and removing the effort to do so as much as possible.



HERE'S HOW TO GET STARTED:

- › Set up your call routing so customers quickly get to the right person the first time
- › Fasttrack customer verification by integrating your system of record to your customer communications platform
- › Ask customers or search call transcriptions to find out your customers' communications channel preference and offer more ways to connect like email, SMS, webchat, and voice

REACH OUT PROACTIVELY

Proactive outreach sends a clear message that you value your customers by not leaving them wondering where you are. Being proactive also means anticipating your customers' needs and responding immediately. Many businesses feel they can't be proactive because they're too busy as it is. The cost-friendly solution is to automate your outreach.



HERE'S HOW:

- › Ensure your outbound messages are clear to avoid customer confusion and an influx of calls
- › Prompt customers to engage with webchat to resolve questions on your website
- › Identify frequently asked questions or tasks and let customers use self-service tools to resolve them
- › Automatically send surveys after interactions to get immediate customer feedback

DON'T LEAVE THEM ON-HOLD

Customers hate waiting on hold. Most businesses think the only solution to managing their call volumes is to hire more people. But that can be difficult with it being harder than ever to find talent and budgets shrinking due to economic uncertainty. Fortunately, there are ways to reduce your hold times without adding headcount:

THE WAY:

- › Deflect calls to other communications channels like email or SMS texts that allow frontline users to answer multiple messages simultaneously
- › Let customers opt for a callback rather than wait on hold
- › Use canned messages to expedite responses to common questions or requests



CONSOLIDATE YOUR TOOLS

Solving customer requests takes every member of your team. Frontline users need to know who's available at any time to help them with a customer and they need a way to collaborate with them. More than half of businesses who've consolidated their applications reported an improved ability to keep up with customer expectations.

HERE'S HOW TO GET STARTED:

- Look for a single platform that supports employee collaboration (e.g., phone, chat, file sharing, and video conferencing) and customer communications
- Ensure employees' presence status accurately reflects whether they're busy or available
- Look for technology that allows you to bring someone into the call
- Integrate your CRM to quickly see who's calling, automatically document calls, and view recent notes about the customer
- Incorporate file sharing to streamline collaboration



ANALYSE YOUR RESULTS

You can do every best practice on this list, but unless you can track your employees' performance, you'll be lost. Make sure you're doing these things to keep track of your customer's experience.



DO THESE THINGS:

- Be clear on the customer experience outcomes you want and make sure you can tie trackable metrics to them
- Give employees frequent feedback on their performance to keep them engaged and improving
- Use artificial intelligence for sentiment analysis to focus on conversations with the biggest impact
- Record inbound and outbound calls to keep a record of customer interactions for quality management, compliance, and to resolve misunderstandings
- Monitor live customer interactions and coach the frontline user when needed

ELEVATE YOUR CUSTOMER EXPERIENCE

Now is the perfect time to improve your customer communications. If 80% of customers are willing to switch brands after a bad customer service experience, you have a tremendous opportunity to be the business those customers will run to if you establish a reputation for outstanding customer experiences. Having the right tools to manage customer interactions will be the key to your success.

Our Contact Centre solution has everything you need to manage and track all your customer interactions via voice, chat, SMS text messages, and email.

LET'S TALK TODAY.



UNIVERGE BLUE® ENGAGE PLATFORM OVERVIEW



CONTACT CENTRE SYSTEM



MULTI-CHANNEL CUSTOMER EXPERIENCE



AGENT DESKTOP



SKILLS BASED | PREFERRED AGENT | GEO ROUTING



DYNAMIC NOTIFICATIONS



CUSTOMISABLE AUTO-ATTENDANTS



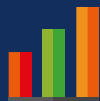
CUSTOMER JOURNEY & INSIGHTS



AUTOMATIC CALLBACKS



REAL-TIME DASHBOARDS & LIVE MONITORING



HISTORICAL & GRAPHICAL REPORTS



REAL-TIME AGENT STATUS



SUPERVISOR TOOLS

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