The Next Level of Customer Experience

Conquering the New Battleground for Customer Loyalty

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Questions Often Asked

IMPACT → **What impact DO Service interactions have on customer loyalty?**

COST → **How can service improve loyalty while still REDUCING cost?**

APPRAOCH → **What are the things organizations can do to DRIVE loyalty?**

What is Loyalty?

KEEP
Retain profitable customers longer
Win back profitable customers

GROW
Upsell/Cross-sell additional products in a solution
Word of mouth, referrals
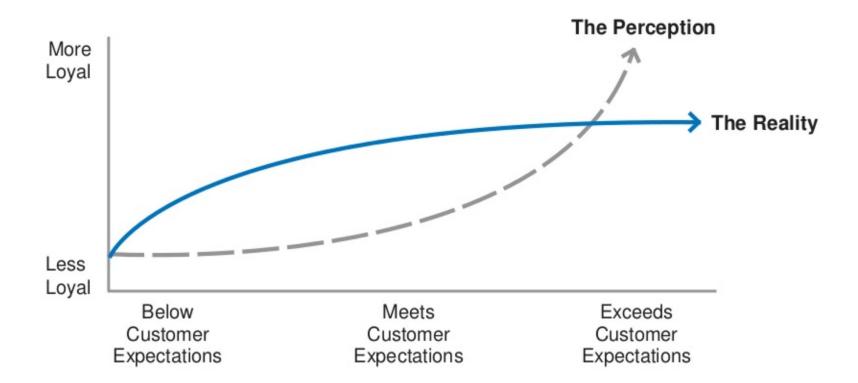
Customer Effort Study
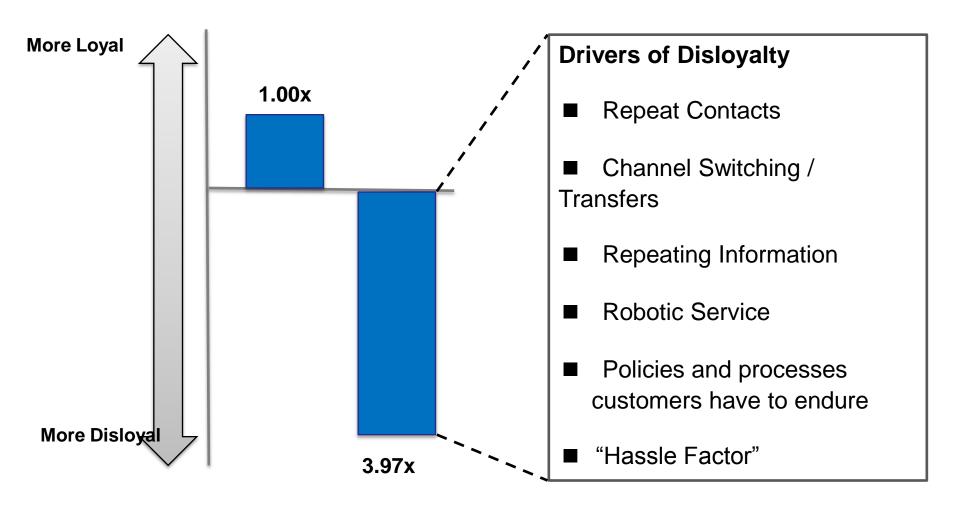
125,000+ customers

5,000+ CS representatives

100+ companies

3 Major Findings
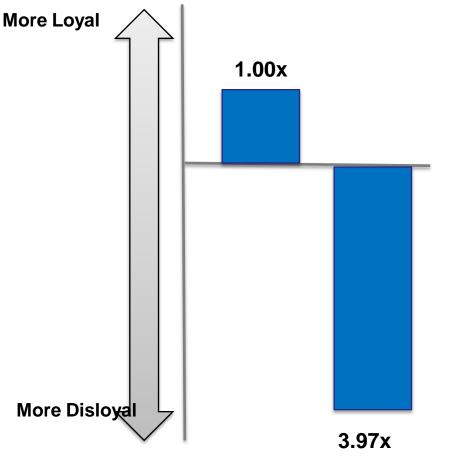
Finding 1: Delight Doesn't Pay

Finding 2: Service Drives Disloyalty

More Loyal

1.00x

More Disloyal

3.97x

Drivers of Disloyalty

■ Repeat Contacts

■ Channel Switching / Transfers

■ Repeating Information

■ Robotic Service

■ Policies and processes customers have to endure

■ "Hassle Factor"

Finding 3: Mitigate Disloyalty by Reducing Effort

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Drivers of Disloyalty

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CUSTOMER EFFORT

What are the forward-thinking Companies doing?

SELF-SERVICE ENABLEMENT

NEXT ISSUE PREVENTION

STAFF TRAINING & EMPOWERMENT

PRODUCT & SERVICES ENHANCEMENT

SELF-SERVICE ENABLEMENT
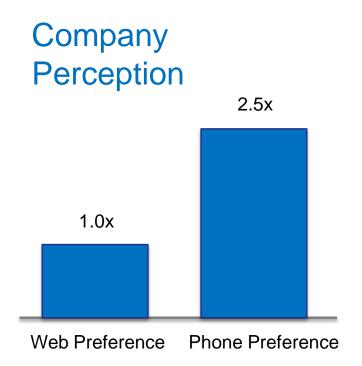
Which one would you rather use?
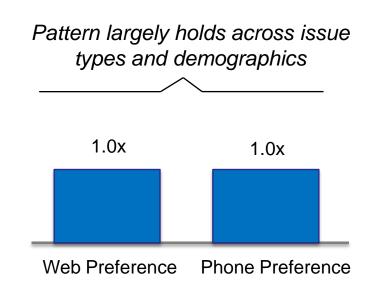
Your customers don't want to talk to you

Company Perception

2.5x

1.0x

Web Preference   Phone Preference

Actual Customer Preference

Pattern largely holds across issue types and demographics

1.0x   1.0x

Web Preference   Phone Preference

Human touch matters, though customers will accept AI if it delivers information they need

Would rather **reach customer service using messaging apps/chats** (e.g., Facebook messenger) that they typically use instead of going to a dedicated customer service app/website

27%

Would rather **start an automated customer service chat** to get answers to questions instantly than wait on a phone to speak with someone live

35%

"I don't care if customer service comes from a **human or technology as long as I get my questions answered accurately**"

40%

16% Value CHOICE Over Ease

- **Want issue resolved in their preferred channel**
- **Prioritize channel choice above all**

84% Value EASE Over Choice
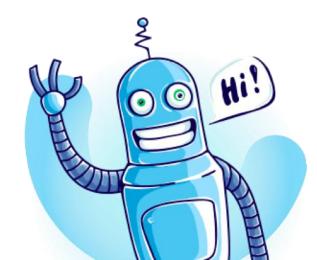
- **Want fast resolution without bouncing around channels**
- **Prioritize low effort above channel choice**

Source: CEB analysis

"By 2020 85% of Customer Interactions will be handled without a human" Gartner

Vendor Spotlight

YELLOW MESSENGER

Modern chatbot service with AI & Machine Learning

NEXT ISSUE
PREVENTION

Next Issue Prevention

"Have I fully resolved your issue today?" worst question to ask

Companies think 76.7% of customer issues are resolved in one contact

But customers claim only 40% of their issues are resolved in one contact
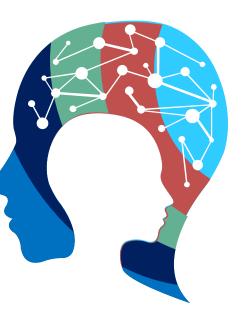
STAFF TRAINING & EMPOWERMENT

Staff Training & Empowerment

Capabilities Management

Top service teams are empowered not only with the right technology and tools at their disposal — they're set up for success with skills evaluation, training & continuous feedback loop.

Strategic Duties

High-performing service teams are 1.8x more likely than underperformers to share goals and metrics with sales teams.

Field Services as the face of the brand

Gone are the days of disconnects between field agents and their colleagues. 68% of service teams agree that field service agents are integral to their customer success strategy.

Customer Success Service KPIs
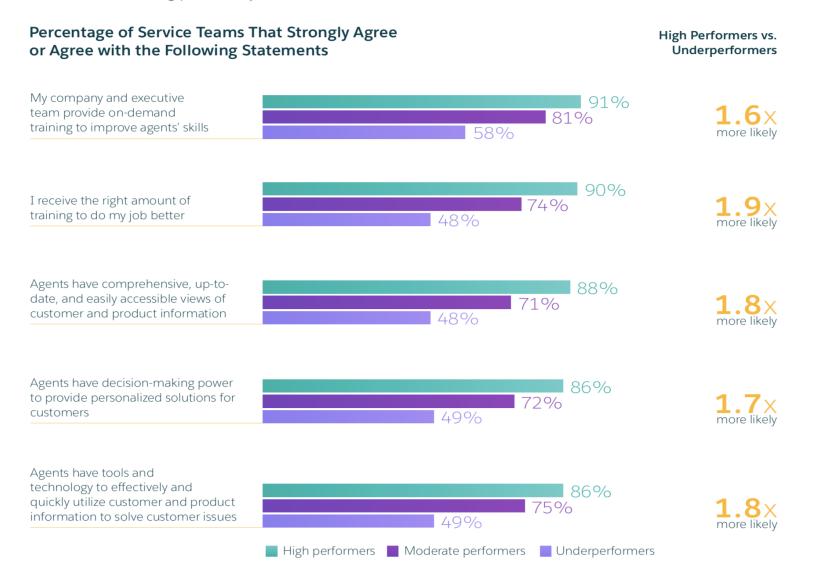
No longer the goal is closing the highest number of cases in the least amount of time possible. For forward-thinking teams, service is transitioning from cost center to growth engine with a customer- first mandate.

Tech, Training, and Autonomy Are Key to Empowerment

In order to reach their full potential, top service teams empower their agents with the training, tools, and decision-making power they need to succeed.

Percentage of Service Teams That Strongly Agree or Agree with the Following Statements

High Performers vs. Underperformers

My company and executive team provide on-demand training to improve agents' skills
- High performers: 91%
- Moderate performers: 81%
- Underperformers: 58%
- **1.6x** more likely

I receive the right amount of training to do my job better
- High performers: 90%
- Moderate performers: 74%
- Underperformers: 48%
- **1.9x** more likely

Agents have comprehensive, up-to-date, and easily accessible views of customer and product information
- High performers: 88%
- Moderate performers: 71%
- Underperformers: 48%
- **1.8x** more likely

Agents have decision-making power to provide personalized solutions for customers
- High performers: 86%
- Moderate performers: 72%
- Underperformers: 49%
- **1.7x** more likely

Agents have tools and technology to effectively and quickly utilize customer and product information to solve customer issues
- High performers: 86%
- Moderate performers: 75%
- Underperformers: 49%
- **1.8x** more likely

Legend: ■ High performers ■ Moderate performers ■ Underperformers

Source: Salesforce Research

"By 2027, people will actively seek work that helps them grow and gives them a sense of purpose." Gartner
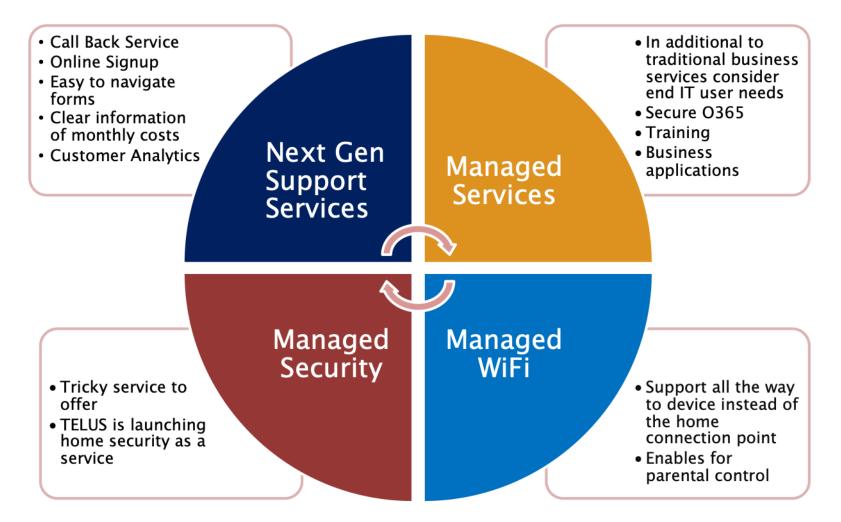
PRODUCT & SERVICES ENHANCEMENT

Products & Services Enhancement

✓ **Offer clients unlimited data**
✓ **Offer Guaranteed upload and down load speeds**

Examples of value-adds to differentiate your product:

Next Gen Support Services
- Call Back Service
- Online Signup
- Easy to navigate forms
- Clear information of monthly costs
- Customer Analytics

Managed Services
- In additional to traditional business services consider end IT user needs
- Secure O365
- Training
- Business applications

Managed Security
- Tricky service to offer
- TELUS is launching home security as a service

Managed WiFi
- Support all the way to device instead of the home connection point
- Enables for parental control

Customer Success Story

FONOLO Call-Backs

- Can more effectively **handle their call volume** fluctuations

- Significantly **reduced abandon rates**

- Reduced handle times due to **happier customers**

- Improved **Customer Satisfaction** scores across the board

"
Fonolo easily integrated into our current telephone system and, we've seen better answer rates, and high post-call satisfaction scores.
"

– Michael Volensky, Director of Operational Excellence and Support, Nutrisystem

To Summarize..

- ✓ Service Drives Disloyalty

- ✓ Focus On Reducing Customer Effort

- ✓ Invest In Self-Service

- ✓ Build Strong Partnerships

- ✓ Grow And Empower Your People

THANK YOU!

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