



Whitepaper

Avtex

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The Top 10 Ways to Tell if You Are Easy to Do Business With

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The Top 10 Ways to Tell if You Are Easy to Do Business With

Attracting and maintaining loyal customers is one of the great challenges facing any service or product provider.

Quality customer service starts from within your organization. The strategies you create to interact with customers, the training you provide agents, and the technology you use to facilitate communications all play a large role in the success of your CX and the overall satisfaction of your customers.

Is your organization easy to work with?

Consider an organization that you think is easy to work with. What businesses come to mind? Amazon? Progressive? Zappos? Did your own organization make the list?

If your own organization didn't immediately come to mind, it may be helpful to examine the key aspects of your customer interactions. By doing so, you will gain invaluable insight into your strengths, and the areas you need to work on.

In this white paper, we will review the top 10 areas to review when trying to determine if your organization is easy to do business with.

Set a Baseline – Rate Your Business on a Scale of 1-10



Before beginning your review, take a moment to rate your organization on a scale of 1-10, with 1 being difficult to work with, and 10 being easy to work with. When rating your business, consider what you already know about your customer experience strategies, what you hear customers saying about your organization and how you think other organizations view you. Ask others in your organization to do the same.

After conducting your review, rate your organization once more. Take note of large variations the ratings, as these disparities may be an indicator of an issue, or an opportunity for improvement.

1 Social Media

Social media platforms have become one of the most popular ways for customers to interact with businesses. Unfortunately, they are also one of the most common pain points for organizations attempting to conduct routine customer interactions.

All too often, companies devote too little resources to maintaining social media presence. When this happens, consumers who expect fast and effective communication via social media are left wondering whether the organization cares about their problems. And, as social media platforms are widely open to the public, one consumer's poor experience quickly becomes common knowledge in his or her social circle, and the organization's own presence.

In short, a poorly handled or under-invested social media presence serves little to no purpose; in fact, such a social media effort can lead to customer dissatisfaction. Conversely, a well-run social media effort can lead directly to customer satisfaction and loyalty.

Do you have the bandwidth to quickly respond to customer requests or comments via social media? Does staff have the training and support needed to interact with customers via Twitter, Facebook, LinkedIn and other social media platforms? Are you prepared for the event of a social media crisis?

Carefully consider your social media strategies to be sure that customer engagement and response are as effective as possible.



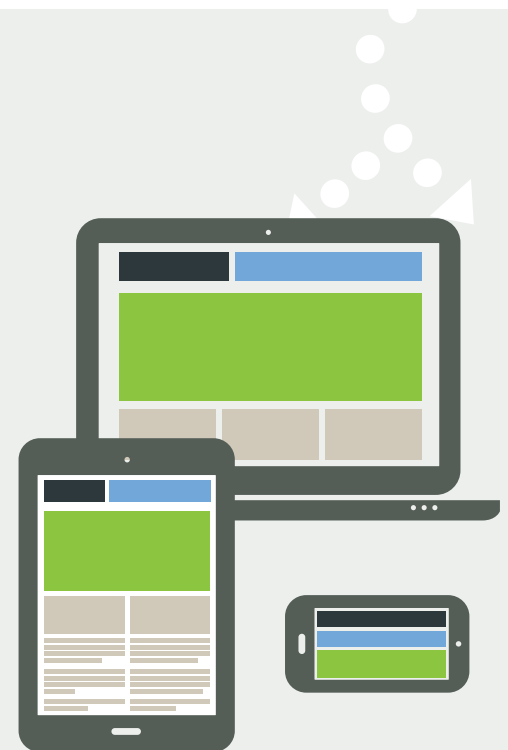
2 Your Website

Few tools or interaction strategies are as important as your organization's website. As the main information source for consumers seeking information on your products or services, or assistance addressing an issue with a previous purchase, your website needs to be easy to navigate, current, comprehensive and appealing.

Your website should also offer consumers a variety of avenues to interact with your agents. Prominently displayed phone numbers and email addresses, as well as instant chat capabilities and FAQs pages, are all vital components of a successful website.

Is your website easy to navigate? Do all links work? Is content continually updated and current? Is it easy for consumers to find you?

Routine reviews and update of your organization's website are vital to conveying your brand message and offering customers the information they need.



3 Your Technology

As the interaction habits and preferences of consumers change, so too must your technology. Without upgrading technology on a regular basis, your organization may lack the ability to offer consumers the communication channels they desire. Your organization may also struggle to manage consumer interactions in an efficient and effective way.

New technology, such as video-conferencing tools, as well as improved technology, such as enhanced customer interaction center software, has had a significant impact on consumer interactions. By maintaining current technology, your organization stands to offer the best possible experience for customers and potential customers alike.

Have you invested in CX technology? Do you have agents who understand how your current technology works? Are you using your current technology to its full potential?

Conduct routine reviews of your technology and technological practices to ensure that you are able to offer the types and quality of interactions your customers demand.

4 Comprehensive CRM

Today's consumer wants you to know who they are, and what products or services they use. Effective and comprehensive Customer Relationship Management software is the only viable way to gather and track key customer information. Without an effective CRM, your agents lack the information needed to offer the familiarity and effective assistance that the modern consumer demands.

Does your CRM offer the depth of information necessary to really know your clients? Is your CRM easy to use? Are your employees trained in the proper ways to access and record information within the CRM?

Take the time to examine your CRM and the support programs offered to employees who regularly use it.



5 Empowered Customer Service Agents

Resolving customer issues on first contact quickly builds loyalty and improves satisfaction. Empowering your customer service agents to make decisions and take actions to resolve a customer issue improves the chances of solving the customer's issue on the all-important first contact. Without some amount of authority, agents must involve supervisors or managers, which can frustrate customers, especially when they are forced to repeat their issue or continually identify themselves.

Are your front-line customer service agents empowered to make decisions? Are agents aware of the types of decisions they can make or actions they are authorized to take? If a manager or supervisor must get involved in the issue, is information easily conveyed from customer service rep to that manager or supervisor?

If you are unable to answer yes to each of these questions, consider training and empowering customer service agents to be able to resolve a wider range of customer issues.



6 Responsive Telephony Systems

There are few things that consumers hate more than an unresponsive or jumbled telephony system; when dealing with an automated system, the average consumer wants the system to be easy to navigate, straightforward and efficient. Automated telephony systems that have difficulty guiding consumers to their answers, either because of poor design or technological shortcomings, often lead to frustrated consumers.

Is your automated telephony system responsive and concise? Does your system leverage data you already know about the customer to provide menu options tailored to their needs? Does the system force your customers to repeat information, or to answer a question more than once? Are agents dealing with frustrated customers who had poor experiences within the telephony system?

A negative answer to any of these questions signals a potential issue with your telephony system. Consider making the effort to improve the flow and capabilities of the system.

7 Service Recovery Process

Despite your organization's best efforts, it is all but impossible to keep every customer happy all the time. Recognizing that fact, and preparing strategies to address such an issue, is important. Known as the Service Recovery Process, your efforts to regain the loyalty and satisfaction of a jaded customer should continually be reviewed and updated.

Do you have a Service Recovery Process in place? Are employees trained in the art of dealing with customers who are likely frustrated with your organization?

If you don't currently have a strategy for redeeming your organization in the eyes of dissatisfied customers, consider drafting a Service Recovery Process.



8 Customer Analytics

Monitoring the effectiveness of your CX efforts is important, not only for gauging the success of your strategies, but also for planning future endeavors. Speech analytics, surveys, contact tracking and other analytical strategies are invaluable in the data-gathering process.

Gathering key data is just the first step in the process, however. Your organization should have processes in place to review the data for actionable intelligence, and to execute plans based on said data. Simply listening isn't enough; your organization must make an active effort to consider feedback and incorporate changes based on customer opinions.

Do you actively engaged in customer satisfaction reviews? Are you monitoring feedback and using it to guide your CX efforts? Does big data play a role in how you interact with your customers?

If you aren't using customer analytics to guide your CX strategies, you may be missing out on key opportunities for improvement. Consider adopting a customer analytics strategy for the future.

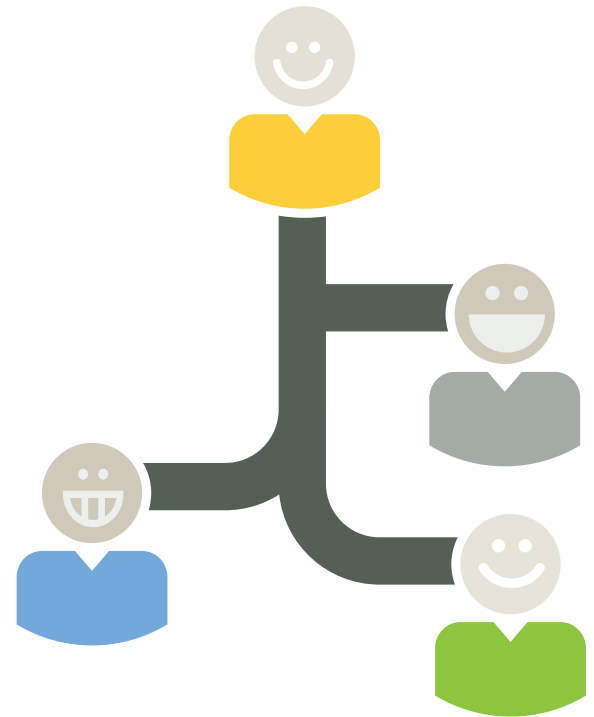
9 Engaged Employees

As the frontline soldiers in the war against customer dissatisfaction, your customer service employees play a large role in the success of your CX efforts. The ability to quickly and effectively manage customer interactions and address issues is invaluable. The more the employee enjoys his or her job, the more they become engaged in their work.

Engaged employees tend to create engaged customers; as a customer discovers that the customer service agent is interested in them, and solving their issues, the more likely the customer is to enjoy the interaction. The more the customer enjoys the interaction, the more likely they are to be satisfied and to become loyal to your organization.

Are your employees engaged in their work? Does your organization make an effort to train and promote employee engagement?

If your employees aren't as engaged as they could be, consider strategies for improving employee engagement. Investing in employee training and engagement strategies will pay off in the long run.

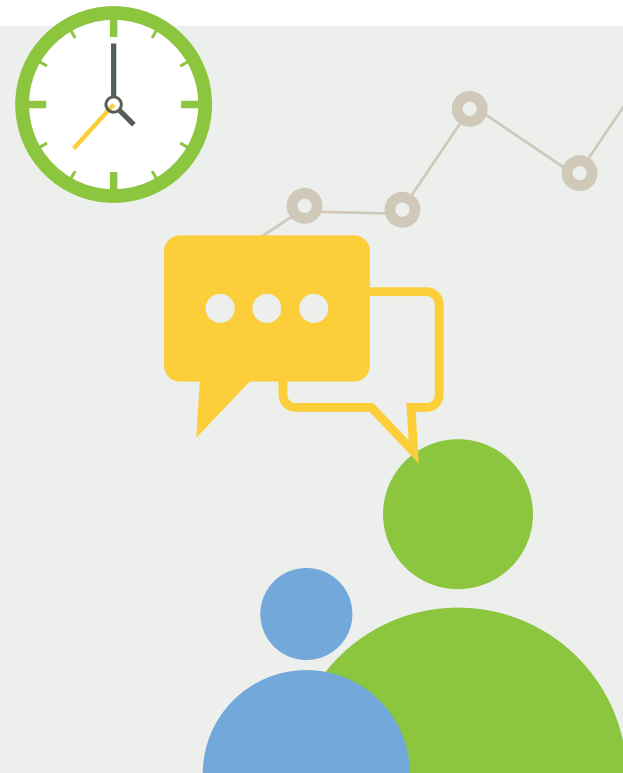


10 Streamlined Processes

Making the effort to streamline processes involved in your CX efforts is vital to customer satisfaction. Processes such as payments, account updates and service requests can cause frustrating delays during customer interactions without careful planning and continual monitoring. As your processes become more efficient, so to do customer interactions.

Do your processes cause issues during customer interactions? Are routine processes leading to frustration among employees? Is there room for improvement of any of your processes?

Investing in process improvements can lead to long-term benefits as customers and employees spend less time waiting and more time addressing issues.



Summary and Suggestions

The easier you are to do business with, the better your chances of creating and maintaining a satisfied and loyal customer base. Conducting a thorough review of the many facets of your CX efforts is one of the most effective and enlightening ways to understand how well your customer service and customer experience efforts are working.

Consider conducting a review on a regular basis, either quarterly or annually, to maintain the most effective CX program possible. If routine reviews are difficult to conduct internally, consider using a third party to conduct the examination.

Avtex offers a thorough and impartial CX review program, known as Experience the Experience that will help you understand the ways you can maximize customer touchpoints and improve the effectiveness of your CX efforts.



Avtex helps companies improve their technology and processes to deliver an exceptional customer experience through their 360° approach. Avtex identifies and recommends solutions to address your most complex customer challenges and opportunities. We design innovative approaches to your most pressing customer needs – people, processes, and technologies by using the power of our combined expertise. Together we will make marked improvements in overall satisfaction and help you become an organization that is easier to do business with. Visit www.avtex.com for more information.

Interested in learning more?

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