# What Every Business Needs to Consider for Amazing Customer Service

No matter what size your organization is or what you do, customer expectations are changing –rapidly and constantly–and you need to keep up. Whether you have a large-scale customer service operation or a few people taking customer calls, seamless cloud customer service solutions exist that make it easy for your organization to deliver amazing customer experiences while helping you maximize individual and team performance.

Read on to learn what you need to consider for delivering amazing customer service, and how the right solution gets the job done.

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# Customer service
## is more than just voice.

Not too long ago, there were two primary modes of communication for customer service: phone and fax. Today, the list is endless: voice, live chat, email, SMS, social media. Customers are also increasingly looking to serve themselves without any human intervention using voice, knowledge base articles, forum/message boards, and automated chat (which is easier than ever with simple app integration). Then there are the many different devices customers use to engage over these channels: smartphone, tablet, desktop, smartwatch, and voice-activated devices like Amazon Alexa and Siri from Apple. You have to make it effortless for customers to connect with your organization across all communication channels and devices - both voice and digital - without confusion or complexity.

Customers shouldn't have to resort to a phone call because digital engagement isn't designed for the job. If your organization is having difficulties serving customers across all channels and devices, here's what you'll gain by putting the right tools in place:

- Increased customer loyalty with the ability to create fully integrated communications across different channels and devices. Enable seamless interactions, customer-to-employee handoffs, and data that helps everyone work faster and smarter with more satisfaction.

- More authentic human connections by tapping into the power of skills or attribute routing to match incoming customer inquiries with the right employees.

- Increased customer convenience and employee efficiency with the ability to offer powerful, AI-based self-service options–all with the human touch that keeps everyone connected.

Ever-evolving cloud customer service technology has brought new ways for customers to engage. It's no longer about just service– it's about experiences.

# Give employees and supervisors the tools they need to improve customer satisfaction, productivity, and customer loyalty.

Your employees need the right tools to effortlessly assist customers as they reach out across voice and digital communication channels and devices. With the disruption of the last year, these tools must be seamless and accessible wherever employees happen to be located: on-site, at home, or anywhere else. Regardless of your employees' location, your customer experience must always be the same.

This also applies to supervisors, who need the right tools to manage and drive employee productivity and performance. Many lack the visibility they once had into their employees' work patterns (who is on a call, who has a free minute to connect), making it difficult to find moments to engage and improve performance. As a supervisor, you must do everything you can to keep your employees and customer service center operating at peak performance, consistently delivering the customer experience critical to your organization's success.

## Here's what you'll gain by putting the right tools in place:

- Increased employee efficiency, satisfaction, and retention by providing a consolidated, simplified desktop view of everything they need across voice and digital channels, available in-office and remotely using a web browser (connect your CRM application to get the best of both worlds).

- More fully engaged, high-performing, brand-advocating employees who deliver memorable customer experiences. This is accomplished with integrated workforce engagement tools that provide supervisors with capabilities like live monitoring, quality monitoring, and performance management dashboards.

- Higher customer satisfaction and increased employee performance with the ability to anticipate needs and proactively engage using Artificial Intelligence (AI). This includes real-time on-screen prompts, proactive workflow actions, and enhanced industry compliance based on spoken words or phrases.

- Higher output (and customer interaction excellence) using quality management and advanced scoreboards to track, manage, and improve individual and team performance - with gamification, coaching, and eLearning.

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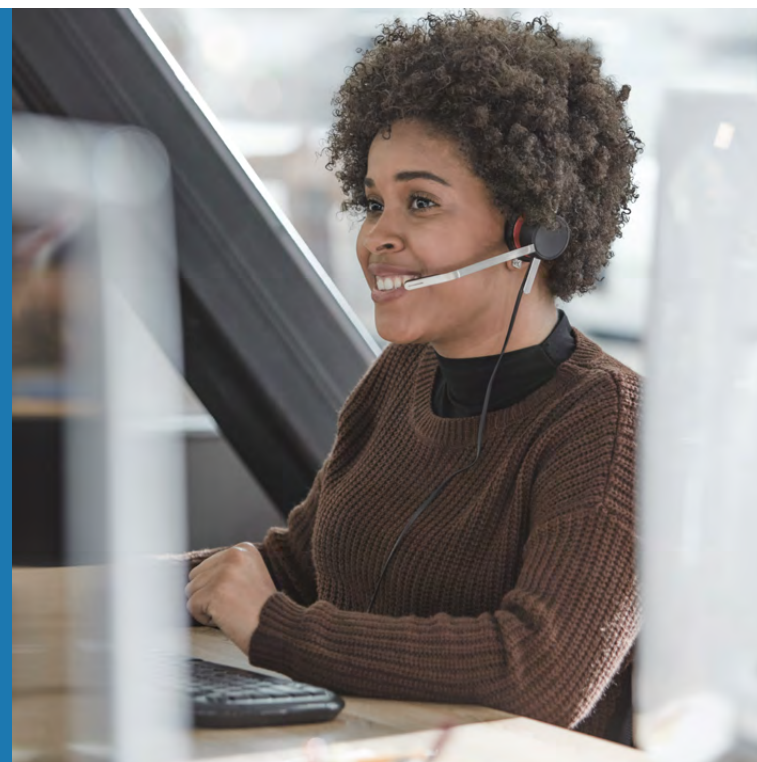
# Give employees access to subject matter experts throughout your organization, wherever they happen to be.

What's the value for customers purchasing a product or service at the click of a button on a website or mobile app if the parts of the business responsible for delivering that product or service aren't moving at the same speed? Or when the product arrives broken? Or if the customer doesn't know how to use it? It's no longer good enough to just find the next available person to assist a customer. You need to place customers with the best resource within your organization - whoever that happens to be, wherever they are located. Whether you have 10, 100 or 10,000+ people in your organization, everyone must be made accessible to seamlessly come together and solve problems collectively. Consider a distributor, for example: customer service employees who take orders over the phone or digitally need to be able to easily connect with employees who work in the warehouse for answers related to inventory and part information. In a situation where things get complex or emotional, customers want to talk to someone in the organization who can fix their problem immediately, regardless of which department they're in or what their job title is.

If you're struggling with organizational communication silos, here's what you'll gain by putting the right tools in place:

- Ease customer and employee frustration by combining a cloud-based unified communications solution with your cloud customer service solution. This combination enables customer service employees to not only find the right person in the organization to help when needed, but also collaborate in real time to resolve customer inquiries. Subject matter experts can easily be brought into customer interactions when needed.

- Drive higher first contact resolutions and faster, easier, and more convenient customer resolutions, while capturing a more holistic view of the customer journey by aligning office functions with customer service operations.

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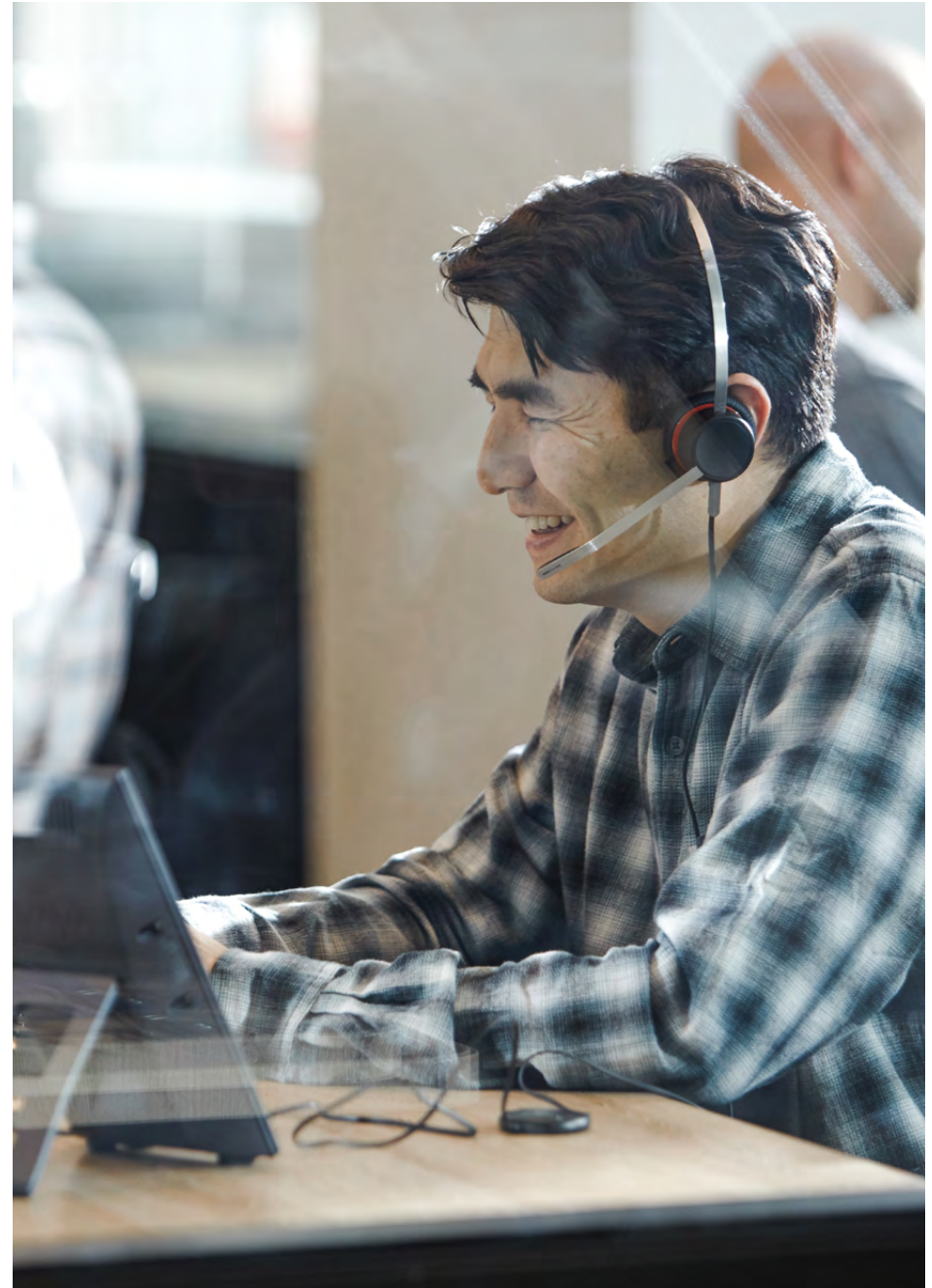
**Your business needs the right reporting (including real-time insights) to make sure you're monitoring and measuring the performance of your customer service operations.**

You can't improve what you can't measure. Whether you have 5, 500 or thousands of employees, you need the right reporting to manage customer service operations with ease and confidence. You should be able to see what's happening inside your operations, so you know where and when to modify service processes. You should be able to collect customer data, and then turn that data into real-time insights that you can act on to deliver a better experience for customers and employees - from better resource utilization to faster inquiry resolution. You should be able to go behind the scenes to monitor the pulse of trends and activities.

If you're struggling with reporting and real-time insights, here's what you'll get by putting the right tools in place:

▪ Anticipate customer needs and create new competitive advantages by enabling a 360-degree view of your customers' entire journey.

▪ Take action more quickly with dynamic customer surveys that capture insights into the effectiveness of your employees, customer service, products, and processes.

▪ Enable employees to act more intuitively with AI-powered on-screen guidance that helps them make better decisions in real-time based on words and phrases spoken by customers.

The right cloud customer service solution provides the deep insight you need across your business to make necessary adjustments and see the best possible results.

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# Create Experiences that Matter

Every customer service interaction is a make-or-break opportunity for your organization. As channel options continue to expand along with customer expectations, your organization needs the right cloud customer service solution to create experiences that matter for everyone: your customers, your employees, and your supervisors and managers.

Learn about Avaya Experience Platform today: experience a self-guided tour, videos, and more by visiting avaya.com/experience-platform-demo.

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