

# Self-Service: Letting customers take care of themselves

callcentre   
helper com

 INTERACTIVE INTELLIGENCE

Free Webinar

**Self-Service:  
Letting customers  
take care  
of themselves**

Thursday  
15th Nov  
1.00pm





# Agenda



- **5 Strategies to Help Customer to Help Themselves**  
Jonty Pearce,  
Call Centre Helper



- **Trends in Self Service**  
Richard Snow,  
Ventana Research



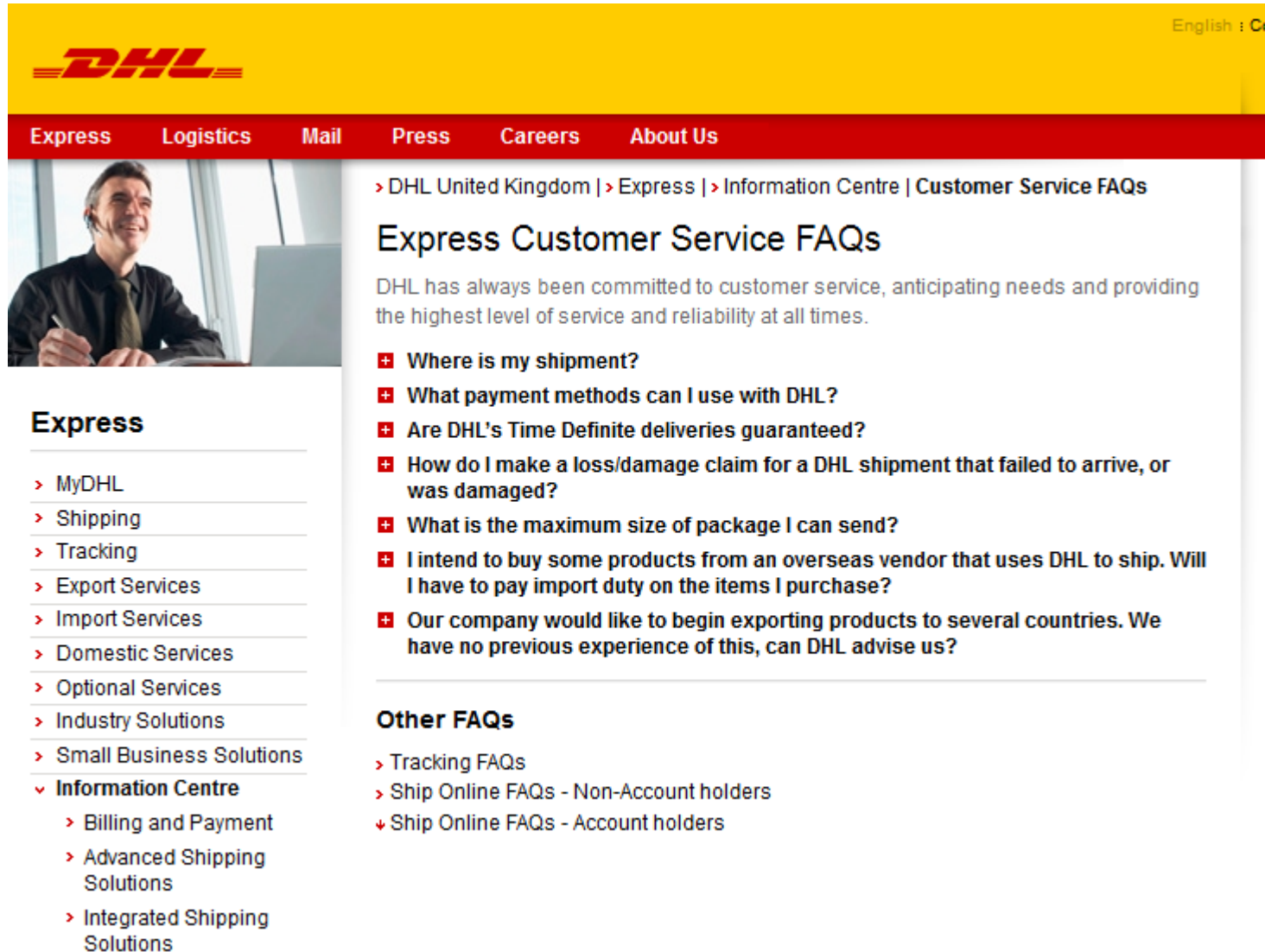
- **5 ways that Technology can Help Self Service**  
Mike Murphy,  
Interactive Intelligence
- **Top tips from the audience**
- **Interactive Q&A - Live questions from the audience**

# 5 strategies to help customers to help themselves

**Jonty Pearce**  
**Editor**

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# 1. FAQs



English : C

**DHL**

Express Logistics Mail Press Careers About Us

> DHL United Kingdom | > Express | > Information Centre | **Customer Service FAQs**

## Express Customer Service FAQs

DHL has always been committed to customer service, anticipating needs and providing the highest level of service and reliability at all times.

- + **Where is my shipment?**
- + **What payment methods can I use with DHL?**
- + **Are DHL's Time Definite deliveries guaranteed?**
- + **How do I make a loss/damage claim for a DHL shipment that failed to arrive, or was damaged?**
- + **What is the maximum size of package I can send?**
- + **I intend to buy some products from an overseas vendor that uses DHL to ship. Will I have to pay import duty on the items I purchase?**
- + **Our company would like to begin exporting products to several countries. We have no previous experience of this, can DHL advise us?**

### Other FAQs

- > Tracking FAQs
- > Ship Online FAQs - Non-Account holders
- ↓ Ship Online FAQs - Account holders

### Express

- > MyDHL
- > Shipping
- > Tracking
- > Export Services
- > Import Services
- > Domestic Services
- > Optional Services
- > Industry Solutions
- > Small Business Solutions
- ✓ **Information Centre**
  - > Billing and Payment
  - > Advanced Shipping Solutions
  - > Integrated Shipping Solutions

# 2. Self help videos

YouTube   Browse | TV Shows | M

## PAX LYNGDAL Sliding Door Instruction Video - IKEA

 The Life Improvement Store  Subscribe 104 videos ▾



3

6x

1:12 / 9:38

77,501 

Uploaded by [IKEAUSA](#) on Jan 30, 2012

To see our print assembly instructions from IKEA, please visit: <http://goo.gl/Us8fG>. This is an instructional video on how to assemble the IKEA PAX LYNGDAL sliding doors and how to install them on the PAX wardrobe. This

46 likes, 14 dislikes

Show more

# 3. Forums

**BT** At home

Home Phone, Broadband & TV BT Life Help My BT

Phone Broadband TV Billing Service status Forums Contact us

Search the community Board

**BT** Care Community Forums / Broadband / BB Speed/Connection

New Message Board Options

« Previous 1 2 3 ... 545 Next »

Subject	Replies	Author	Ratings	Latest Post
<a href="#">Wireless Connection Help <b>**Updated**</b></a>	0	ADMIN <b>KerryG</b>	2	26-01-2010 22h29 by <b>KerryG</b>
<a href="#">Slow broadband speeds - find help here</a>	0	ADMIN <b>KerryG</b>	7	26-01-2010 22h36 by <b>KerryG</b>
<a href="#">Broadband connection problems? Try our Step by Ste...</a>	0	ADMIN <b>KerryG</b>	3	26-01-2010 22h39 by <b>KerryG</b>
<a href="#">Check online for broadband service problems in you...</a>	0	ADMIN <b>KerryG</b>	10	22-11-2010 16h48 by <b>KerryG</b>
<a href="#">Tips - Wireless Devices &amp; Games Consoles</a>	0	ADMIN <b>KerryG</b>	4	22-12-2010 15h47 by <b>KerryG</b>

# Let the users do the work



ADMIN **KerryG**  
Community Manager


## About me

**\*\*Click here to contact the mods\*\***

I am the BTCare Community Manager! :) I have worked for BT for over 7 years and I have a keen interest in using social media such as forums to solve problems. I am really excited about our new forums and love the new look and feel. I am sure you will agree that the increased functionality is very welcome. I will be looking to develop these forums further with new additions and features in the coming months. I will be looking for your ongoing feedback and look forward to being part of a constructive and friendly community where problems are solved and friendships made.

Interesting or perhaps sad fact about me is probably that I am a celeb spotter – I live in a rural location so when I am in the city I like to keep an eye out for any celebs that might be about!

## Recent Posts by KerryG

Subject	Views	Posted
<b>Community Changes</b> Announcements & Terms	415	18-10-2012 8h39
<b>Re: Well done BT on securing live premier league f...</b>  BT Vision	786	13-06-2012 19h47
<b>Calling all footie fans! BT wins Premier League fo...</b> BT Vision	1936	13-06-2012 19h45
<b>Site Maintenance this evening</b> Announcements & Terms	236	12-06-2012 14h32
<b>Re: Want to trial new BT Vision products? email</b> BT Vision	1011	07-06-2012 10h28

# 4. Gamification





# Gamification

## Badges



First question

First answer

5 Answers

10 Answers

First like

5 Likes

10 Likes

## Prizes



Christmas Presents

Free minutes

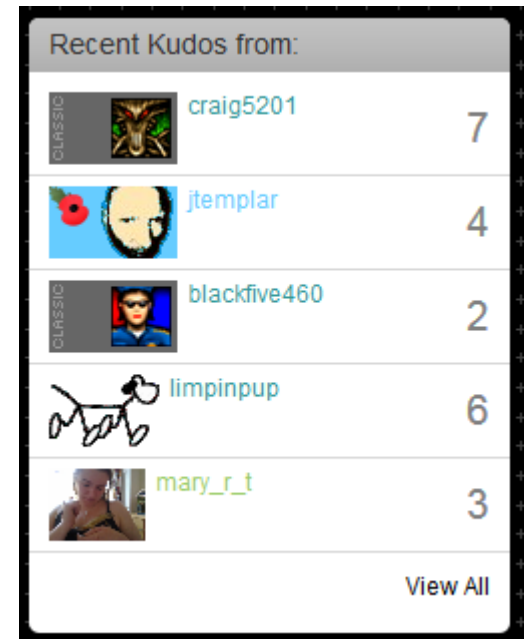
Best answer this week








Company event days

Early Product reviews

Product feedback panels

## Kudos



Recent Kudos from:		
	 craig5201	7
	jtemplar	4
	 blackfive460	2
	limpinpup	6
	mary_r_t	3
<a href="#">View All</a>		

Users award each other points

# 5. Using Social Media to avoid calls



BT

@BTCare FOLLOWS YOU

*Have a question? Follow us and let us help! Donna and Robbie are on duty today.*

Enniskillen, UK · <http://www.bt.com/help>

Following

272,237 TWEETS

27,859 FOLLOWING

25,326 FOLLOWERS



“Provision of urgent photos is vital in the early stages of incidents because literally a picture tells a thousand words.

An image of the damage in Gerrard Street had 6,000 hits on Twitter in 30 minutes.

That literally took the ‘heat’ away from us so that the focus was on restoration.”

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# Thank You

