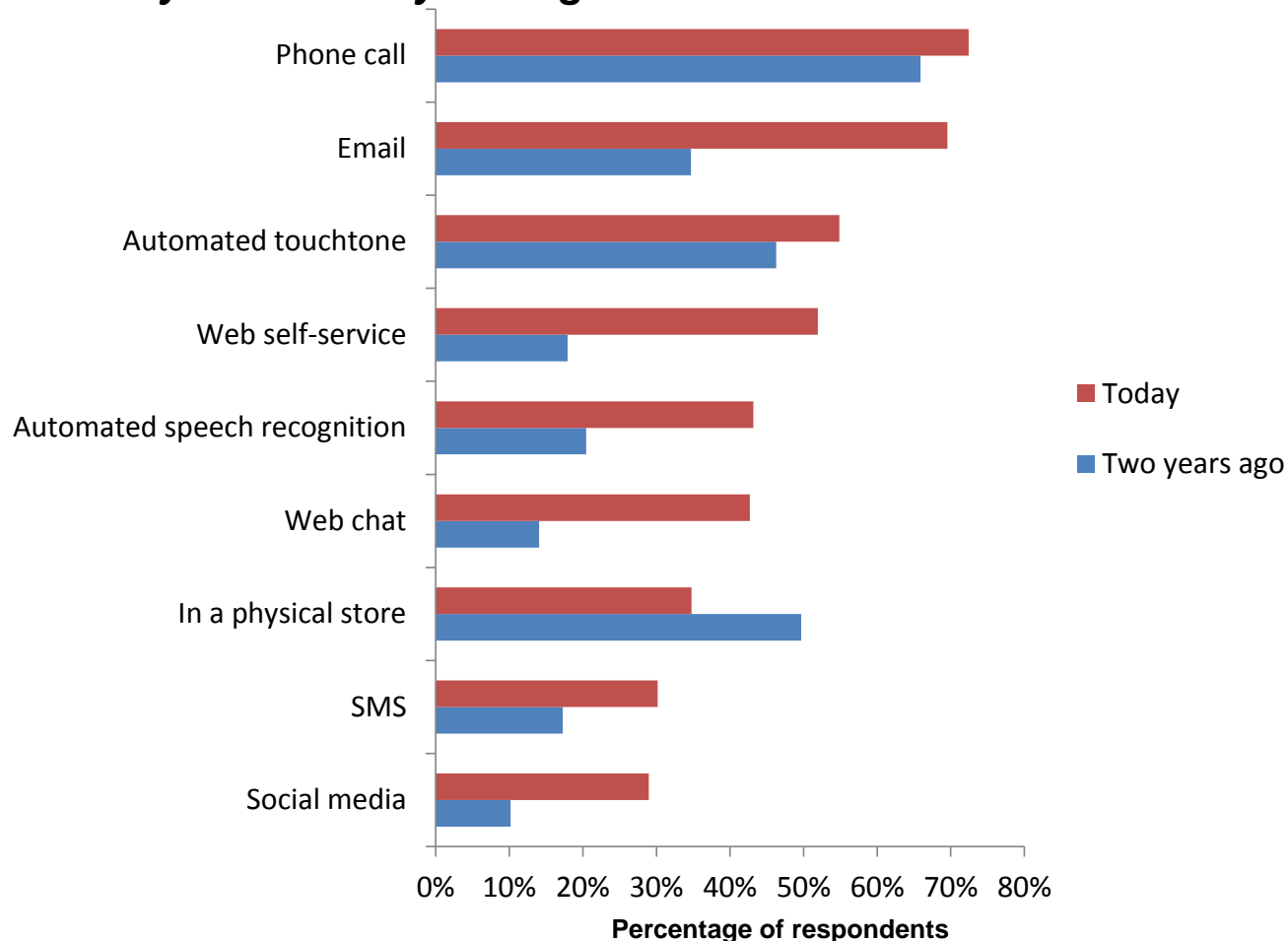


Bonus tip - All channels are important!

***Q: When you seek advice, how do you get assistance?
What did you use two years ago?***



N = 4086

Source: Ovum

Tip 1. Companies Need to Be Proactive

Our large-scale research shows that customer service success and high satisfaction leads to a significant increase in repurchase rates.

It's time for companies to recognize that connection with revenues and become more proactive in their customer service efforts, leveraging the multiple channels that consumers use for engagement.

**Bruce Temkin, Managing Partner,
Temkin Group**

And you should get proactive through the Lifecycle

Proactive Marketing

Message Opt-in • Cross-Sell/Up-Sell
Preference Management •
Loyalty/Rewards

Proactive Collections & Risk Management

Pre-Collections Reminder
Past Due Reminder • Self-
Cure
Fraud Monitoring • Risk
Management



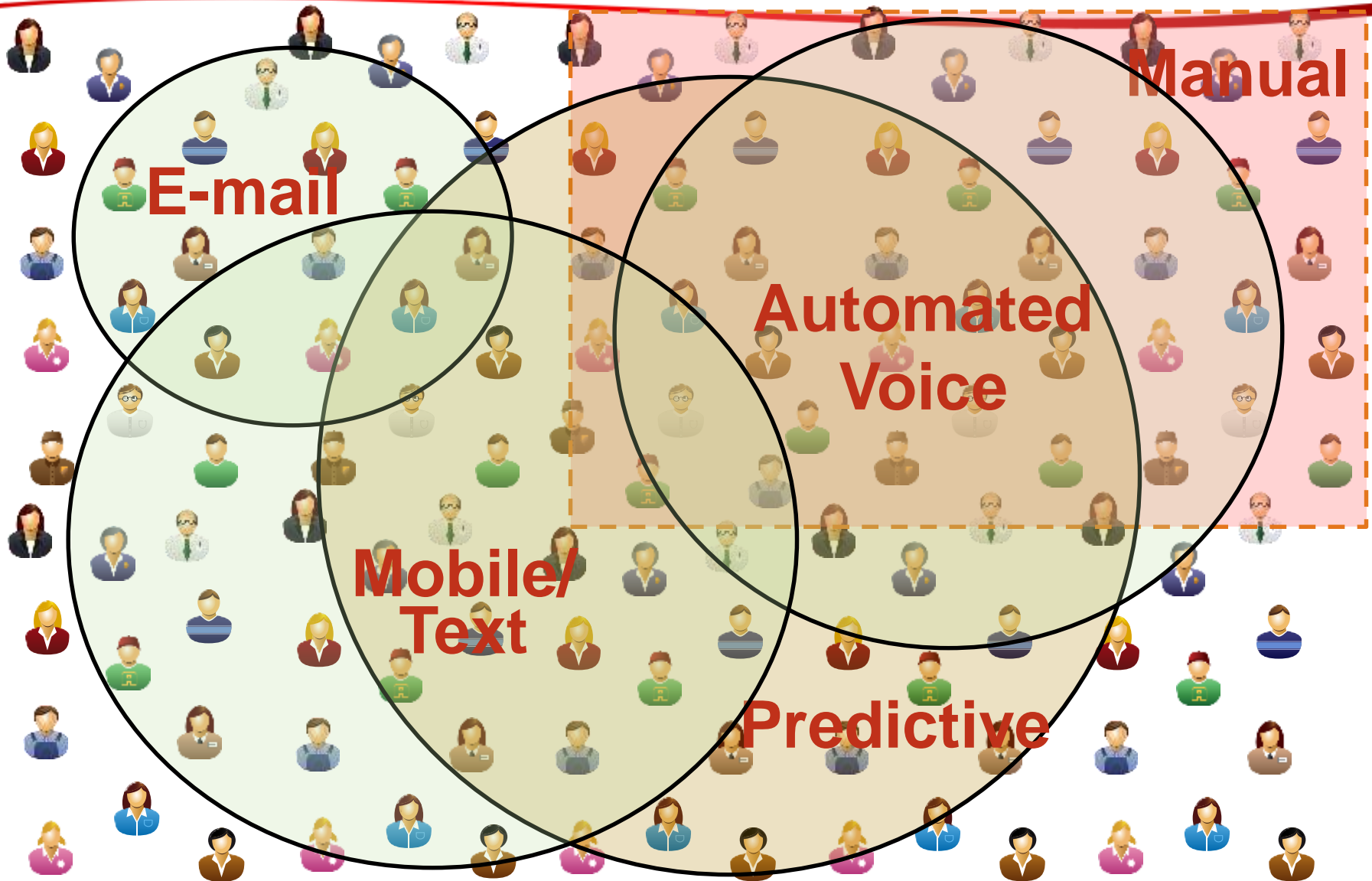
Proactive Customer Care

Welcome Call • How to?
information- Account
Activation
Complaint Handling •
Appointment/Delivery
reminders • Customer
Satisfaction Surveys

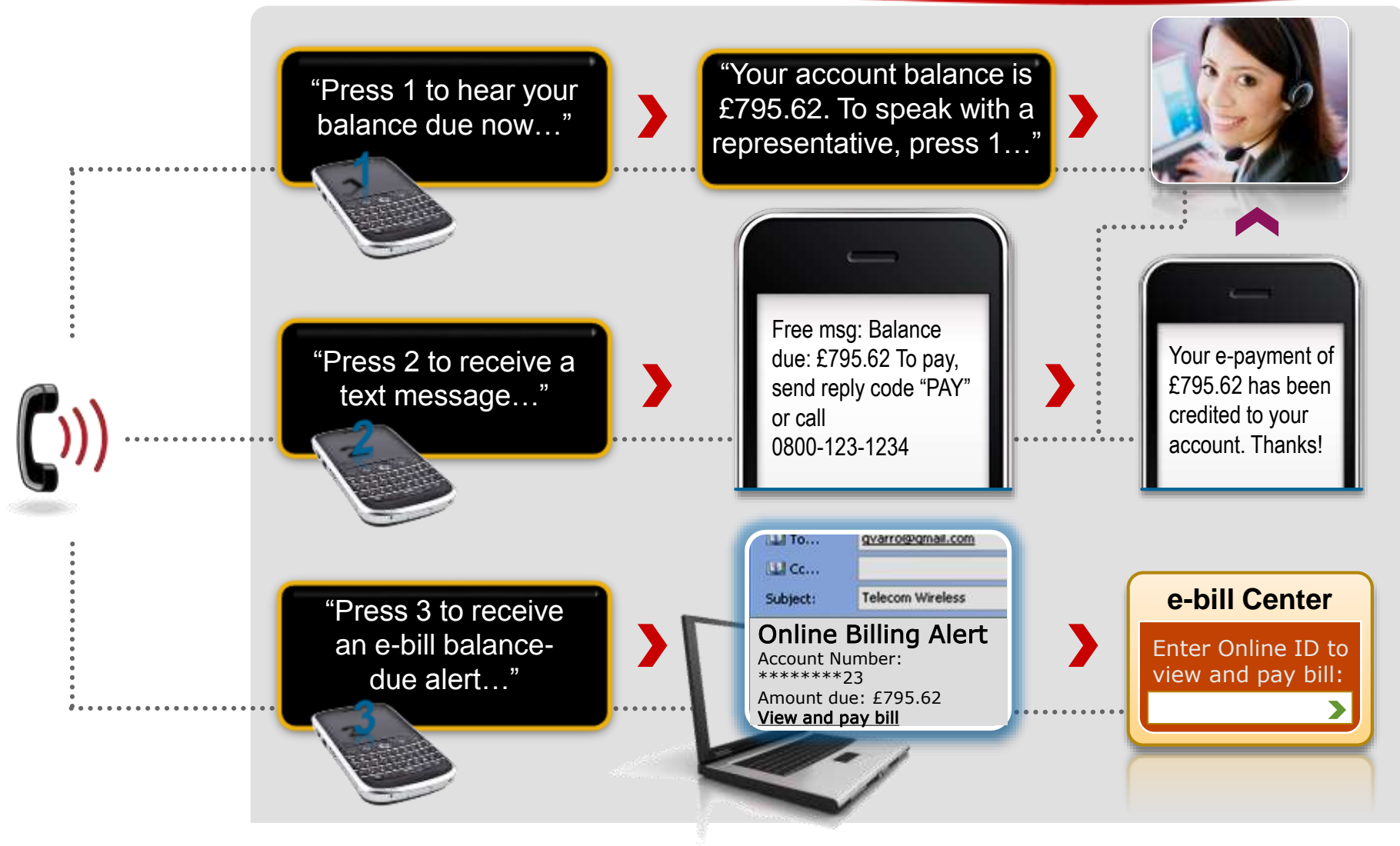
Proactive Payments

Payment Reminders • Self-Service
Payments
• Expedited Payments • Prepay
Replenishment

TIP 2. Use Multi-Channel Strategies – but not in silos



Give customers a choice – blend channels on a customer interaction



Tip 3 Map the customer journey to provide appropriate Human touch

Right Channel

Right Person

Right Time



**In-house
Research**



**Web chat – the missed opportunity
cost**



We shopped at **500
major online
retailers websites...
we went on a
shopping spree**





**\$200
worth
items**

**We abandoned the
cart on the last step
of the purchase as a
registered user**

What we Discovered...



99.6% (498 of 500
stores) did **NOT** offer a
proactive chat after an item
over \$200 was removed from
the cart of a registered user

What we Discovered...



Only **7.19%** (36 of 500 stores)
followed up with an email recognizing
that an item over \$200 was not
purchased after it was removed from
the cart of a registered user

Tip 4 Close the Loop on Customer Surveys



Closed Loop Surveys Enable Follow Up

Segment consumers for personalized outreach to promoters and detractors

Promoters

- Further engage your most satisfied and loyal customers
- Capture opt-ins for special programs and promotions
- Example Programs:
 - Upgrades to more expensive products/services
 - Trial of new offerings
 - Tell-a-Friend campaigns
 - “Premier Club” invitations



Detractors

- Agent call back using the integrated Genesys dialer
- Immediate follow up to answer questions and resolve issues
- Benefits:
 - Convert detractors into promoters
 - Improve overall NPS scores
 - Positively impact loyalty
 - Reduce churn
 - Reduce negative inbound inquiries

Cross-Channel Customer Care Survey

