



## 6 TIPS TO IMPROVE CUSTOMER SERVICE IN DIGITAL AGE



### 1 MAKE YOUR BUSINESS MORE RESPONSIVE

**81%** of consumers admit that it is frustrating dealing with a company that does not make it easy to do business with them (Accenture)

- Publish up to date information
- Offer your customers omni-channel customer service
- Do your best to assist your customers proactively

### 2 LET YOUR CUSTOMERS KNOW WHAT'S HAPPENING



**55%** say easy access to information and support can make them fall in love with a brand (RightNow)

- Add news page to your website
- Notify your customers about your updates on social media
- Send regular newsletters



### 3 LISTEN TO YOUR CUSTOMERS

**3%** Just 3% of people think organizations listen to them enough, **61%** feel they are listened to "sometimes", **36%** say organizations never listen to them (Thomson and First Choice survey)

- Add customer feedback form to your website
- Respond to customers' complaints
- React on customers' messages in social media

### 4 HANDLE CUSTOMER SERVICE ON SOCIAL MEDIA



**56%** of consumers say they have a more favorable view of those brands and organizations that respond to their customers on social media (2015 Global State of Multichannel Customer Service Report)

- Choose the best social media platforms for your business
- Monitor mentions on social media
- Always be friendly with your customers



### 5 OFFER SUPERIOR CUSTOMER SERVICE

**70%** of buying experiences are based on how the customer feels they are being treated (McKinsey)

- Provide fast response to queries posted through social media
- Notify your customers when your customer service line is available
- Create a team of customer advocates

### 6 HUMANIZE YOUR BRAND



**83%** of U.S. consumers prefer dealing with human beings over digital channels to solve customer services issues and get advice (77%) (Accenture)

- Engage in conversations
- Make your brand's tone personal and engaging
- Apologize and say 'thank you' when necessary