



ENHANCE YOUR BUSINESS WITH
**CUSTOMER
SERVICE DATA**



THE VALUE OF DATA

EXPLAINING BUYING PATTERNS, UNCOVERING OPPORTUNITIES, AND RESOLVING ISSUES

We believe the data provided by each customer interaction is as valuable to a business as the interaction itself. That's why we document every interaction we make on behalf of our clients. This allows us to provide 24/7 access to real-time data. Collecting and distilling customer interaction data helps to explain what drives customers to buy, uncover new opportunities, and resolve issues before they become major problems.

Understanding your customers is the key to making smart, well-informed decisions that affect your business and its growth. When developing a customer service strategy, it is important to define the data that will most impact your business, as well as the best ways to retrieve and analyze this data. Having well-defined processes and efficient systems in place will greatly improve your ability to provide industry leading customer experiences and leave you with a clearer view of your customer base and their needs.

We have recognized some of the most important things to consider when developing a customer service strategy, and how the data you collect could improve your business.



OPTIMIZE EFFICIENCY & IMPROVE SERVICE LEVELS

Tracking performance is probably the first thing you think of when considering uses for collecting customer service data. However, beyond tracking the key performance indicators (KPIs) that directly affect your bottom line, such as response times and call durations, you can use information to track trends in customer behavior, traffic patterns and common issues. This allows you to build processes and systems that ensure that you are prepared to provide the best possible customer service experience when customers need you the most (and will also save you money when they don't).

TIP

Identify the most common needs of your customers and prepare processes to handle those needs as quickly and accurately as possible. If you have a large team, segment your agents into groups that serve a specific need. This way, when a customer contacts your business and identifies their needs, they can be routed to the agent best qualified to serve them.

SPOT CRITICAL ISSUES

The best way to efficiently solve customer service issues is to prevent them from occurring in the first place. Tracking the most common issues can help quality assurance teams to spot and fix pain points in products or services before they become critical. Many critical issues typically cost money, or even worse, lose loyal customers. Using your customer service data as quality barometer allows you to ensure that you are on the ball when it comes to delivering consistent customer satisfaction.

TIP

Every product and service has kinks, and being properly prepared to address these kinks makes all the difference to customers. 82% of customers have left a company because of a bad customer service experience, not because of an issue with a product or service^[1].

[1] www.groovehq.com/support/customer-support-statistics

IDENTIFY CUSTOMER DEMANDS & FIND OPPORTUNITIES

Documenting every customer interaction and identifying the most common issues and requests can allow insights that go beyond creating efficient processes. Most businesses are constantly evolving based on market trends and customer needs. This type of data can help you improve your product or service, or even inspire the development of a whole new offering. Tracking client request patterns can help you identify holes in the market and help to spot opportunities to fill those holes.

TIP

Understanding what customers really want can help to considerably limit the risk of creating new products. If you stumble upon potential opportunity when analyzing data, first ask your customers for input in order to better understand how to provide the experience they are looking for, and to enhance the processes of your business.

GET INSTANT FEEDBACK & REAL-TIME DATA

Consumers **and** businesses act on real-time information. Having access to instant feedback and real-time data can make a big difference in a company's ability to fulfill client and customer needs. Whether you're spotting consumer trends before the competition or defusing a critical issue before it can have a massive effect on your business, there is a very real need for timely data. The time frame in which you receive and analyze your data can be just as important as the data itself.

TIP

Consider asking your customers to take a survey after an interaction. This will save you time and money, since you already have the customer's attention and they will be more likely to participate if they feel like they have received satisfactory service.

BUILD YOUR BRAND WITH BETTER COMMUNICATION & BETTER MARKETING

Customer service is a great place to build customer relationships and a loyal brand community. A good customer service strategy is created, not only to fulfill customer needs, but to help understand who your customer is. Try to identify what they like/dislike, and more importantly, what motivates them to buy or not buy. Learn the language they use and use that language when developing new marketing campaigns and messaging platforms. Agents should be requesting feedback after every interaction.

TIP

Identify two to three pieces of information about your customers that would have an impact on the way you communicate or market to them. Next, create questions during the interaction process that may provide the information you are looking for. This can help offset the cost of customer service by providing data that would otherwise take a large market research investment.

LOOKING FOR HELP UNDERSTANDING YOUR CUSTOMERS & THEIR NEEDS?

Customer Direct has been providing genuine customer service on behalf of industry leaders using data-driven insights and an expert workforce for over 20 years.

From general customer care to custom outsourced business processing, we are experts in everything customer satisfaction. Our quality monitoring process tracks every touchpoint to ensure excellence and allows us to evolve the way we serve your customers, down to the second.

LET'S TALK.

Get in touch with Customer Direct.



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