A Definitive Guide to Enhancing Customer Service

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1 Introduction

Today's marketplaces are entirely customer-driven. With a plethora of choices available within almost every industry, companies are struggling to attain customers. It's not only the product and its price that businesses are competing in but also customer service.

When we have a look a few decades back, customer service departments were almost non-existent. But today, they form a large part of any successful organization. With the recent advancement in communication and digital technologies, customer service has observed a dramatic shift. Besides, consumers have become more aware and tech-savvy; thus, making customer service a crucial factor for business success.

2   Importance of Customer Service

Customer service isn't only about being gallant to your customers. It serves as an essential element of business operations that influences your bottom line and counterfeits how the public views your company.

"96% of consumers worldwide say that Customer Service is an important factor in their choice of loyalty to a brand."

Adding some more data to it,

"70% of customers say they have already made a choice to support a company that delivers great Customer Service."

This signifies that by providing superlative customer service, businesses can retrieve customer acquisition costs and nurture a loyal customer base that will refer colleagues and friends, write customer reviews, and serve as case studies or testimonials.

Why is Customer Service important to business?

1. It builds a positive brand image

Every organization requires a good reputation to strive in this hyper competitive marketplace. With an excellent customer service department, companies can create a positive reputation. When you treat customers as they want you to treat them, the chances are high that your business gets positive reviews.

2. It helps retain customers

When it comes to customer retention, it is equally important as customer acquisition. A business flourishes better when old customers keep returning for new purchases. This again depends on how well the customer service representatives uphold their role.

3. It reduces overall business issues

A business with the best customer service department can reduce the overall problems associated with business operations. When customer service agents are friendly and supportive, customers refrain from creating unnecessary issues and also prevent instances of litigation.

4. It develops excellent customer service relationships

Your customer can be the best form of advertisement for your business. Besides several types of advertisements leveraged for customer reach, word of mouth is a highly trusted form. It helps build trust with customers and people in the community.

Thus, it's undeniable that excellent customer service can open the door to significant business partnerships and several other business opportunities. However, this depends on the type of customer service you render.

3   Types of Customer Service

Every customer you come across is different. They vary in their expectations. But, one identical thing amongst them is they expect speedy customer service. So, you need to determine which communication channel will achieve this efficiently.

1. Phone Service

This is the most popular and often used customer service types across the world. It offers a quick way to the customers to present their problems and help companies to assess a customer's emotions in a better way.

2. Email Service

It allows customers to send a query whenever they find it convenient. Such a service can be utilized even after working hours. Besides, each email conversation can be archived at any time.

3. On-Site Service

This is a very convenient solution for customers as the service is delivered to their home or workplace. On-site service includes teaching, consulting, appliance repairs, and more. It offers the business a chance to know their customers closely.

4. Live Chat Service

It is nowadays a must-have online business tool. As it integrates with chatbots, it serves as a viable customer service solution for businesses. It allows customer support agents to handle multiple conversations at a time.

5. Social Media Service

Social media channels enable companies to engage with their customers via private chat, group discussion, and post comments. As questions and responses about your business' service are open to the public, anyone with the same concern can easily have a solution.

6. FAQ Service

This is one of the most hassle-free customer services as compared to others. Frequently Asked Questions (FAQs) represent questions and their answers on a specific subject. As it remains accessible 24/7 on the business' website, customers can resolve their issues easily.

7. Customer Self-Service

Many customers prefer solving their issues on their own prior to contacting customer support. So, companies provide a knowledge base that includes training materials, webinars, video tutorials, demos, and more to enable customers to seek information instantly.

With the growing customer needs and changing expectations, you might require adopting omnichannel customer service strategies. It ensures that your customers' queries are resolved in a professional and timely manner.

4 Ways to optimize Customer Service

Effective customer service is one of the most valuable assets of any organization, and technology can allow optimizing customer service.

1. Leverage Social Media Platforms - Meet your customers wherever they exist

In the current digital age, social media has become indispensable. People are connecting with businesses and brands through different social media platforms like Facebook, Instagram, Twitter, and LinkedIn. So, it is inevitable for companies to follow their customers on social media and engage in healthy conversations.

More likely, dissatisfied customers vent their anger on social media channels. If you are present on these channels, you can look upon the complaint as early as possible and solve it before it impacts your business. Since it is the very first interface a customer chooses, addressing the issue there itself will eliminate the chances of escalating it to other platforms.

2. Add Live Chat to your website – Personalize Customer Support Experience

Having a Live Chat on your website yields fruitful results. Besides, it has become one of the most popular customer services and support channels. About 79% of customers prefer to live chat as they find their issues are resolved faster through it. Moreover, 46% of consumers consider live chat as the most effective medium of communication.

Nowadays, businesses are utilizing advanced tools like Live Chat Website Widget from Grow In Cloud to win more clients right from their website. It helps companies acquire details of new leads and increase the chance of converting them into customers with instant response. This widget notifies the customer service team as soon as any contact fills the form via Live Web Widget.
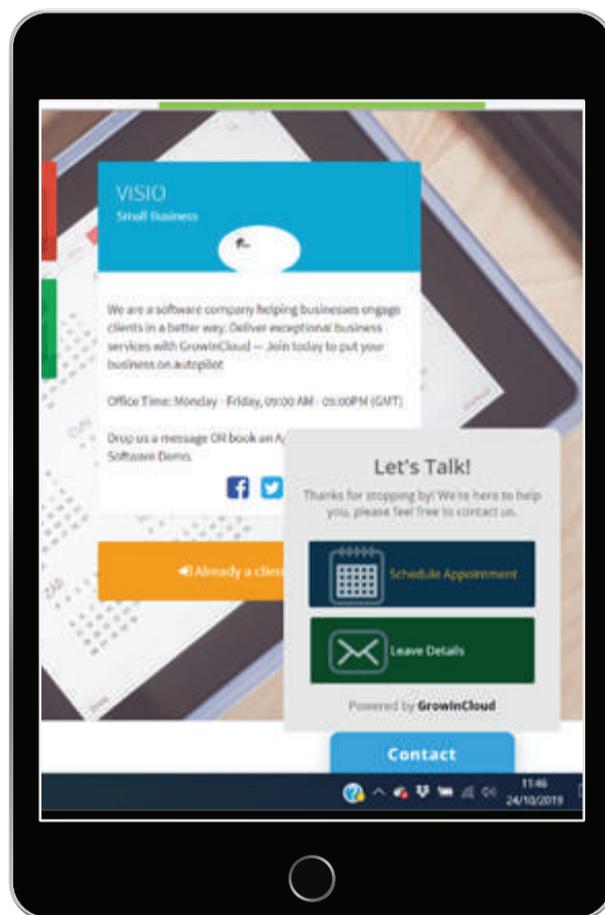
Such tools can help consumers contact customer service and support on the spot as soon as they run into difficulties. Moreover, Live Chat resolves issues without any inconveniences and delays. Besides providing help to customers, it works to accumulate customer data and feedback that further optimizes the customer service efforts.

## 3. Verify Customer Data – Utilize the benefits of CRM

With Customer Relationship Management (CRM) solutions like one from Grow In Cloud, companies can centralize customer data on a single platform. It lets you quickly access all the information related to customer's transactions, interactions, appointments, and more.
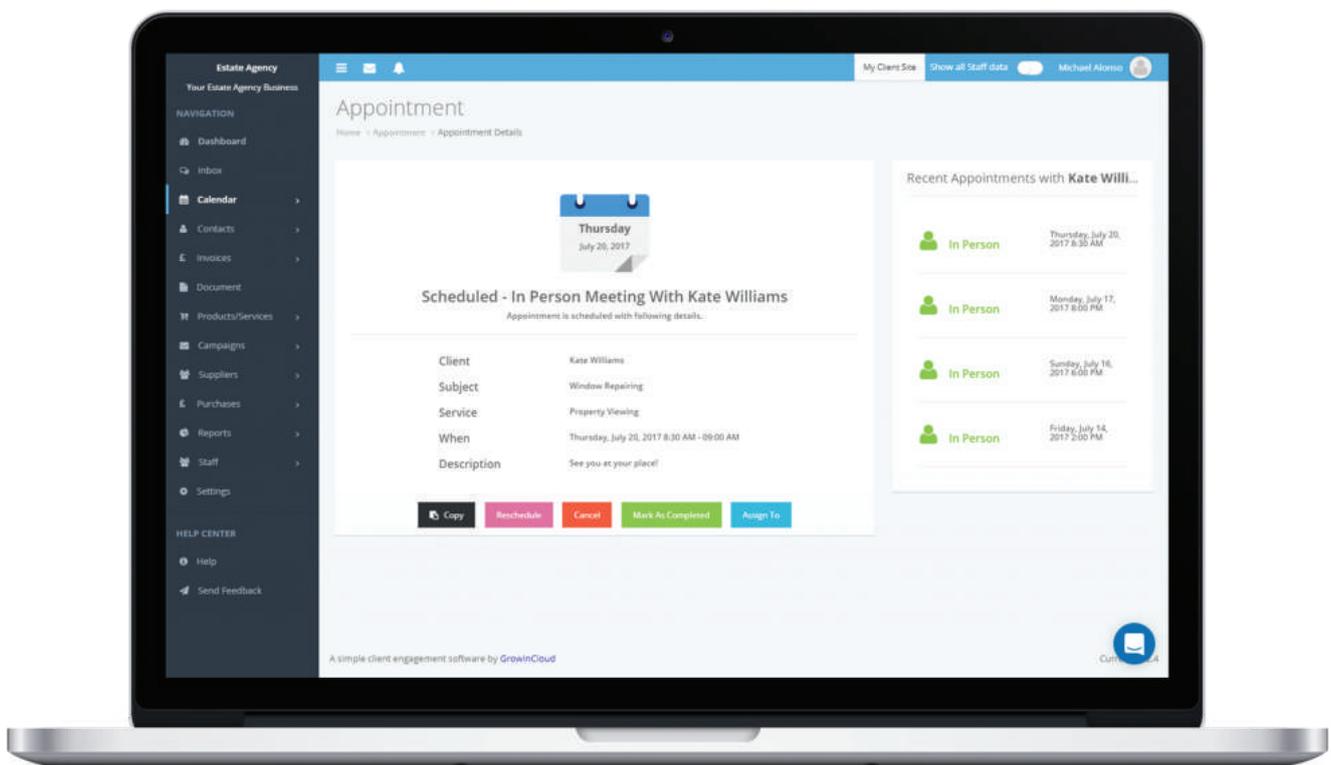
It provides a 360-degree view of the entire customer history. Further, integrating your CRM platform with a business phone system can help take your customer service to the next level. This integration enables your customer service team to place and receive calls right from the CRM and view customer details while saving time. Further, it adds to offering a customized experience to your consumers and thus wins their trust for your brand.

4. Automate Common Tasks – Empower your Customer Service team

Automation is the key to business success. It frees up customer service representatives from redundant tasks and helps them focus on more critical issues. Apart from this, deploying advanced tools can help enhance your client communication experience. For instance, Grow In Cloud's online invoicing tools that enable your team to create and send invoices from anywhere.
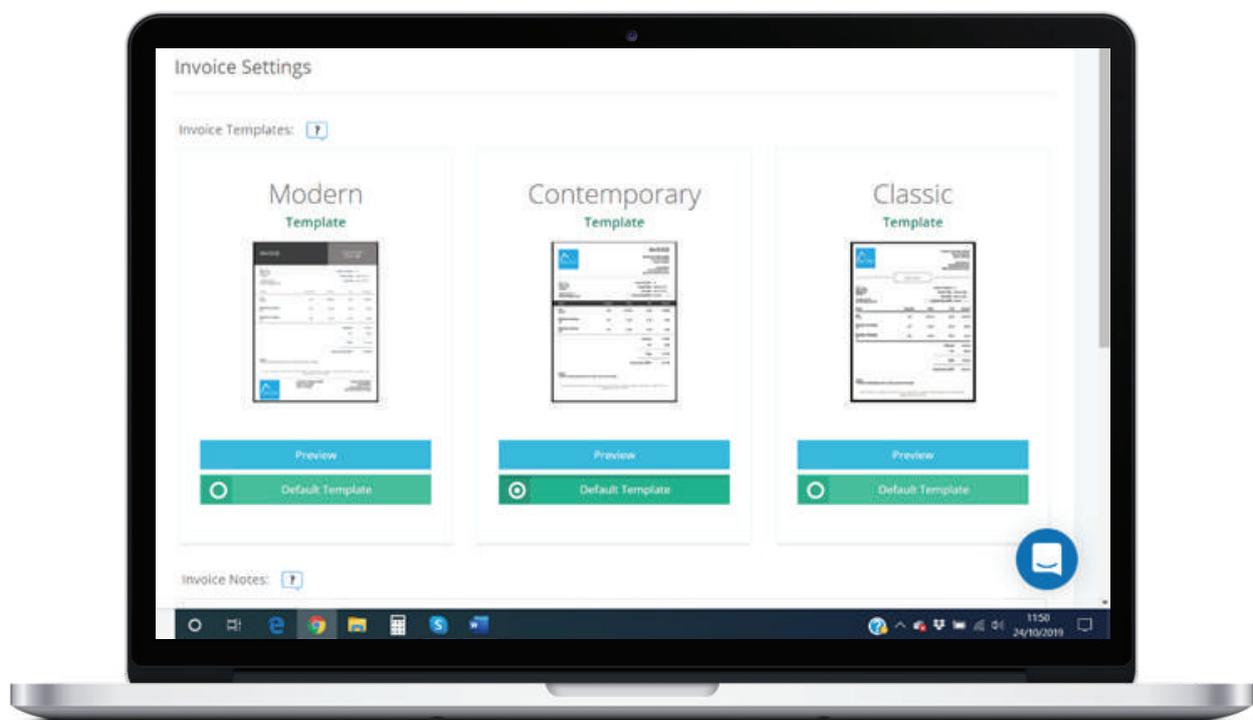
With a pool of in-built invoice templates, your team can readily create and send professional invoices from anywhere, any device, and at any time. It works seamlessly with various payment gateways, including PayPal and Stripe. Thus, your company can process payments in multiple currencies at low fees. Further, it sends automatic email reminders for late payments.

Optimizing customer service thus reduces the need for direct customer service and also cuts down on how long a live representative spends with each consumer. This means live agents are free to invest their time and efforts on more critical issues.

5   Conclusion

Customer Service is never set in stone. Instead, it's a continually evolving process that yields the best results when tailored to an individual's needs. Putting these segments into practice and harnessing the power of advanced technologies can lay a foundation in enhancing and refining customer service that gives you happy customers and boosts conversions in the process.

6 About CallHippo

CallHippo is a dominant business communication system provider that holds expertise in VoIP and Unified Communications (UC) services.

With its cloud telephony services, CallHippo serves as an ideal platform for small and expanding businesses looking to deliver excellent client support, generate more sales, and seize better business opportunities. We aim at providing cutting-edge VoIP solutions at the lowest cost to ensure our

Customers keep up in this fierce competition. Our competence in delivering high-end call features is what helps us achieve apparent success.

Get in Touch

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