The top 6 information channels to manage for improved customer engagement
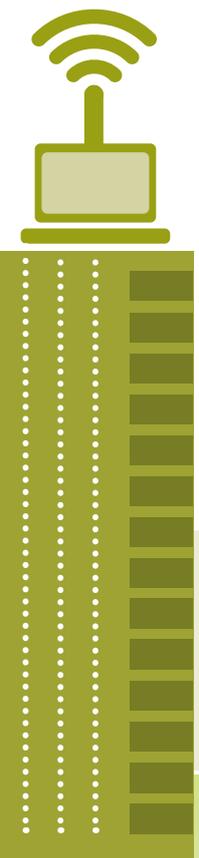
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Consumer sentiment is the next battle ground for all of those companies competing for our wallet share: be they suppliers of consumer products or providers of business services. Therefore measuring loyalty in the age of the internet is a critical requirement for those selling products and services.

So, how is it possible to maximise the significant investments already made in customer service environments, to drive a change towards a model based on deriving customer loyalty from the interactions you have with your customers?

In many cases it will be industry dependent, but as a general rule there are six places that you can glean information from. These will provide context on which to base a decision, impart information, and demonstrate knowledge and care of your client in such a way as to significantly enhance the customer experience, thereby greatly increasing their loyalty to your business.

The six channels are:

1 Data derived by sensors from devices on equipment or people (think of M2M SIM cards in components collecting data, for example a water meter or a car component)

2 Interactions with devices such as Tablets or Smartphones (think of data captured from a mobile device via IMEI, QR codes, NFC or parcels delivered by a courier and signed for on a device)

3 Websites accessed from PCs

4 Shops and Offices

5 The Telephone

6 Social interactions on peer to peer, forums and via social media

Reducing or extinguishing any effort on the part of the customer is the goal. This can be done by fully managing the flow of information from the six channels and applying the correct processes to the customer engagement.

The focus is not to overcomplicate, but to use data in context and to assist in the swift resolution of a customer problem or issue. This is the start of being able to foster a feeling of trust which can be cemented by:

1   A flexible and easy to use process

2   Timely responses

3   Personalised, reliable and concise answers

4   Understanding of the issues and concerns of the customer

5   Multi - channel communication aligned to the process

The importance of your employees

Key to the success of this more digital set of interactions are your customer service employees. But you cannot assume that someone who is competent on the telephone has the necessary skillsets required to handle multi-channel communications.

These require the ability to problem solve and clearly communicate with the written word, but it is imperative to invest in them and their surroundings, to ensure that you have highly motivated and highly trained employees with the right attitude. The right environment will ensure your employees are enthused which will drive discretional effort, that will in turn lead to happy customers, assuming you have addressed the processes of the interaction and engendered trust.

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To do all of this you need technology as a foundation. Technology is the enabler and there are many facets to the technology stack that should be considered on their merits. As much of the interaction and data gathering relies on technology, the analytics of this data is key to understanding how best to measure the success of interactions. Technologies such as those listed below will be important to consider:

1. Natural Language Interactive Voice Response

2. Multi-Channel Contact Centre capability

3. Voice Recording

4. Screen Capture

5. Analytics for Voice, Text, Social Media and Web

6. Intelligent Agent desktop

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Conclusion

Contact centres of any size can benefit from a strategic review of how they interact with their customers. Technology from vendors in both the mid-market and enterprise are functionally capable of delivering a consolidated, informed view of the interactions your business has with your customers.

It is important to clearly understand and align the processes first and to be clear on the outcome of any transformational change, before you choose the technology that you would like to deploy that will enable the change to start. Finally, you must invest in your environment and your people so that they can clearly see there is a change and they are crucial to the success of that change.

For further insights on this topic visit www.olive.co.uk

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