



RECONNECTING WITH YOUR CUSTOMER

Convergys recommends the steps companies need to take to reconnect with their customers:

Cover the Basics First: Help customers when they need it, and present personalized offers only when they make sense. Our data say customers don't want to hear about special offers or add-ons when they need service. Companies should make those offers only at times when and via channels where customers are receptive.

Ensure "One and Done": Companies need to refocus their customer service on resolution, not speed. Customers want a "one-and-done" experience, and they don't care how they get it as long as their problem is solved quickly. Companies should favor policies that empower employees to resolve issues without needing to transfer to the customer or escalate the issue, even if it means taking a little more time.

Take an Outside-In Approach: Create multiple options, using multiple channels, whereby customers and employees can provide feedback and incentivize decision makers to act on that feedback. Resolution has to be immediate, or it won't help. It's worth remembering that every successful communication can be a customer saved.

In summary, customers want very reliable help packaged as good customer service, yet companies are still struggling with basic customer service.