Quantum Metric   salesforce

How to Increase Digital-First Customer Service and Reduce Contact Center Costs

This e-book covers four processes digital and customer service leaders can put in place today to:

- Reduce case volume, wait times, and call times
- Improve organizational efficiencies
- Increase digital self-service and adoption

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Digital-First Customer Service Has Never Been More Paramount

After a year of uncertainty in the business world, companies have found themselves going from survival mode to a place of opportunity. The past year has shown us that customers can adapt and now prefer a digital approach to engagement that may have previously been done in person.

While every industry has been impacted differently, a common pain point for many was the significant increase in calls and chats into the contact center. The importance of investing in the contact center is evident in the success of Salesforce Service Cloud which saw its best year ever in 2020. Suddenly, with no other way to engage, customers took to websites to find answers. When they run into friction, they call, email, or chat for help in doing any number of the below tasks:

- Check on, cancel, or postpone travel plans
- Get help creating an online account or resetting a password
- Get help upgrading or changing media or cable subscriptions
- Check on an order for groceries, clothing, or other online retailers
- Help navigating an online banking experience

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In an ideal world, customers are able to self-service on digital, accomplishing a long list of tasks easily and conveniently. Last year's sudden surge in new digital visitors and new digital behaviors left almost everyone in reactive mode.

Today, providing digital-first customer service while reducing self-service friction is a matter of cost reduction and customer retention.

Tomorrow? The practices you put in place now will help you standout in a crowded field of companies who are focused on retaining these now digital first focused customers. Continued investment means you're better positioned to optimize a low cost channel, deflect interactions from a high cost channel, and ultimately, provide a better, more differentiated experience for your customers.

This brief e-book covers four ways organizations can achieve digital-first customer service.
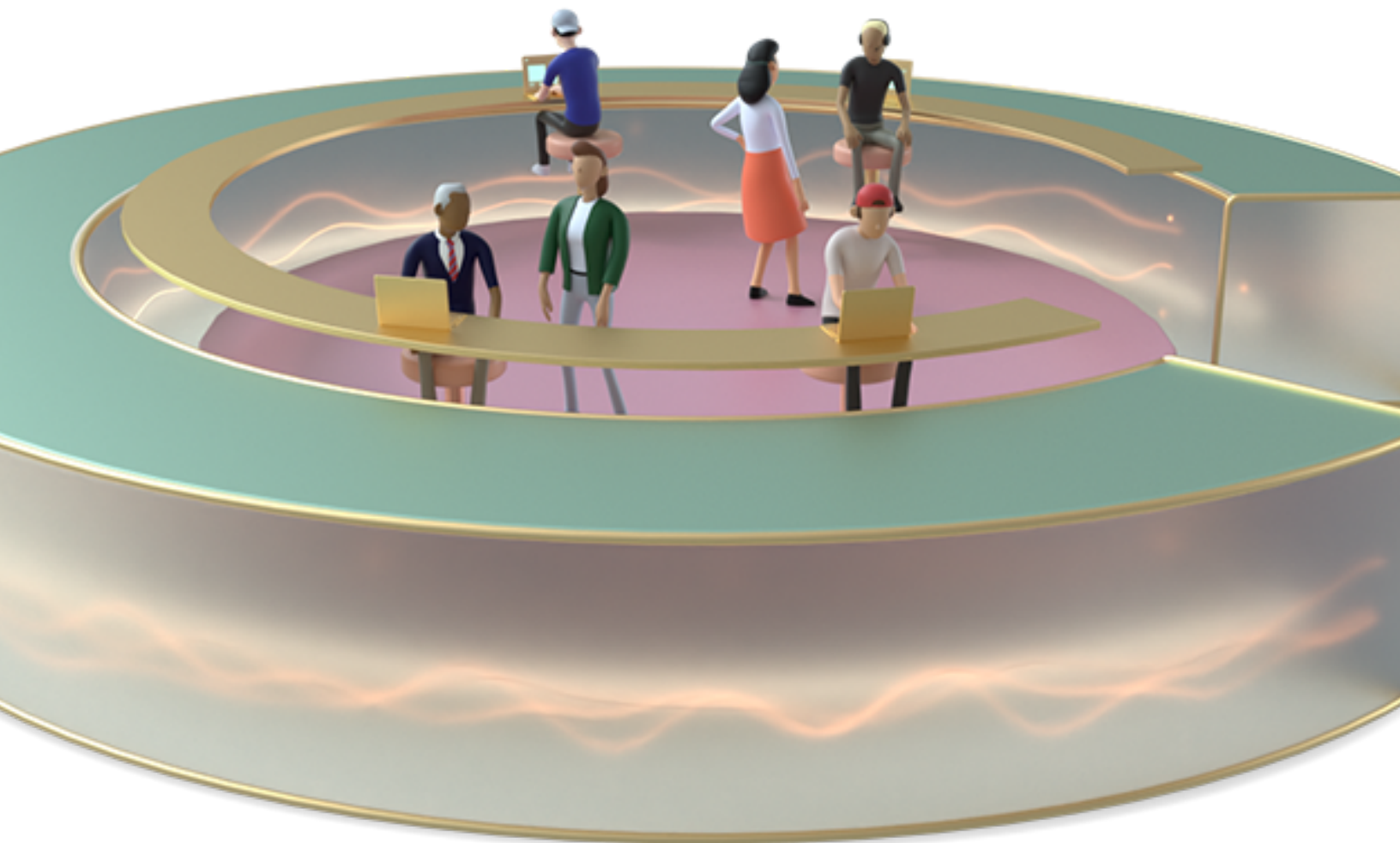
01 Detect and Rescue Frustrated Customers in Real-Time

When a customer struggles on your site or in your app, why not intervene in the moment to prevent a call to a support agent, or worse yet, frustration and abandonment? If you can automatically detect customer friction in real-time, you can also rescue customers "in the moment" and deflect costly inbound calls.

For example, when customers flooded airline sites last March 2020 to cancel or reschedule flights, one airline detected an uptick in customers struggling to reset passwords. To prevent calls on such a simple issue, the airline triggered a real-time interaction with a live chat agent anytime a guest attempted three password resets. It was an interim solution that reduced operational strain on an already overburdened system.

The results for this airline:

- Reduced customer frustration
- Reduced calls to the call center, a high cost channel
- Reduced call wait times

A proactive approach can be especially critical for high-value customers or high-value interactions. In fact, there may be scenarios in which you may want to intervene to encourage some customers to call, for instance, to provide a higher-level service to certain tiers of customers or interactions.

What you need to have in place:

- Automated detection and quantification of high impact conversion blockers
- Automated detection of customer friction on your site or native app
- Activation of real-time responses in service and/or a customer data platform such as Salesforce Chat

Automatically detect digital friction and offer to help customers in the moment.

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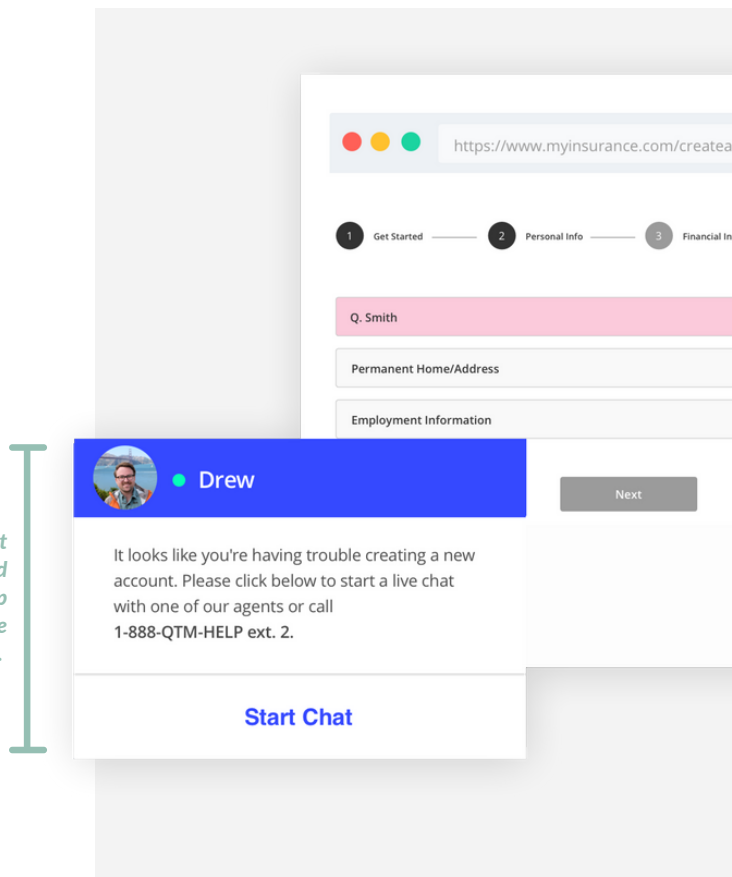
02 Lower Case Times by Enabling Agents to Instantly Reproduce Sessions

Take the guess work out of your agents' customer engagement—empower support teams to resolve issues faster with real-time session replays inside of Salesforce. Giving your agents the tools they need to help customers faster, while providing personalized white glove customer support can have an important and positive impact on customer loyalty and retention.

By enabling agents to visually reproduce a customer session, they can simply watch the user session in real-time, troubleshoot the issue, and offer faster resolution without ever leaving Salesforce. This can eliminate long minutes of frustrating back and forth, as the agent asks a caller to explain where he or she struggled on the site. It also ensures that sessions can be attached to a case in Salesforce for further investigation or audits.

Empowering agents with the ability to reproduce sessions helps:

- Reduce call times
- Increase customer and agent satisfaction
- Reduce call wait times

- Cut down on costly escalations
- Speed up case closure times
- Increase brand loyalty and encourage customer retention

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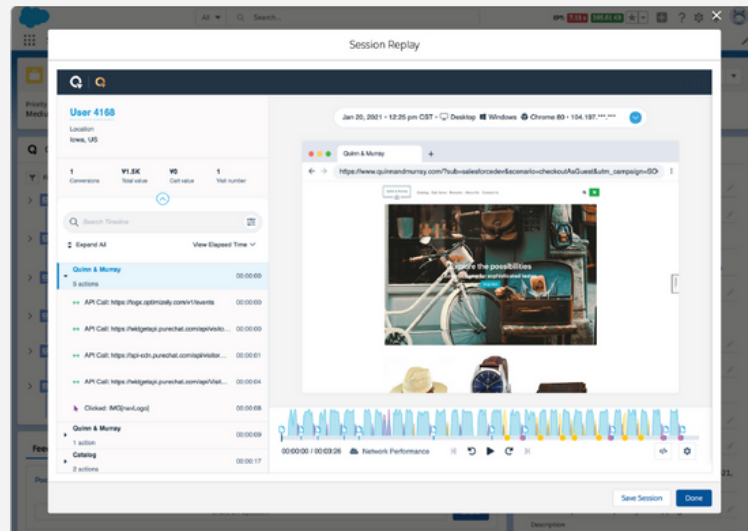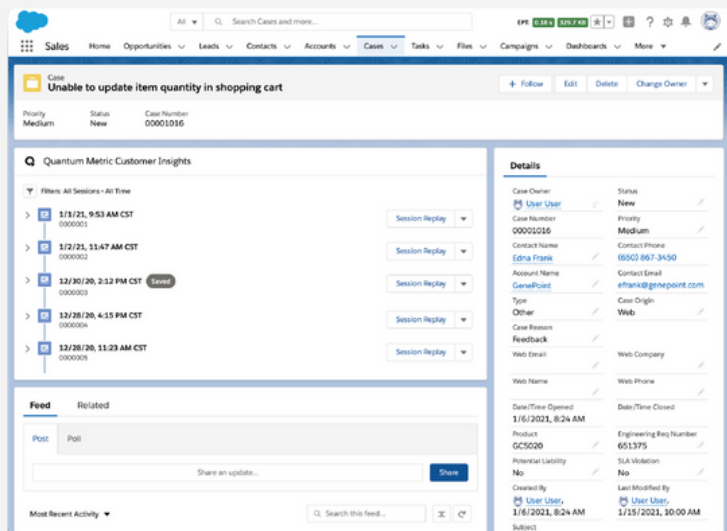
03 Quantify Customer Feedback for Continuous Improvement

With the surge in new digital visitors, customer feedback is increasing and from even more channels. Agents have become key brand ambassadors but often their customer insights and view into the customer struggle stay siloed in the contact center.

As the digital journey becomes more important to business, it has become imperative that insights from the contact center flow to the rest of the business—such as IT, Product, and UX—faster. With cost reduction as a top priority for most businesses, it's critical to rapidly identify and prioritize enhancements to the digital customer experience based on real-time and quantitative customer insights.

Provide agents the tools to share information without taking time away from customers:

- Session replays can be quickly associated with each case
- Links to those sessions can be shared via Chatter, Slack, or Jira integrations
- No need for a Salesforce license to view

Benefits across the organization:

- Take a single session and identify if it was a one off error or affecting a larger targeted population
- Prioritize, based on data, where your team should spend time to optimize the customer journey
- Remove data silos by incorporating contact center insights across the organization
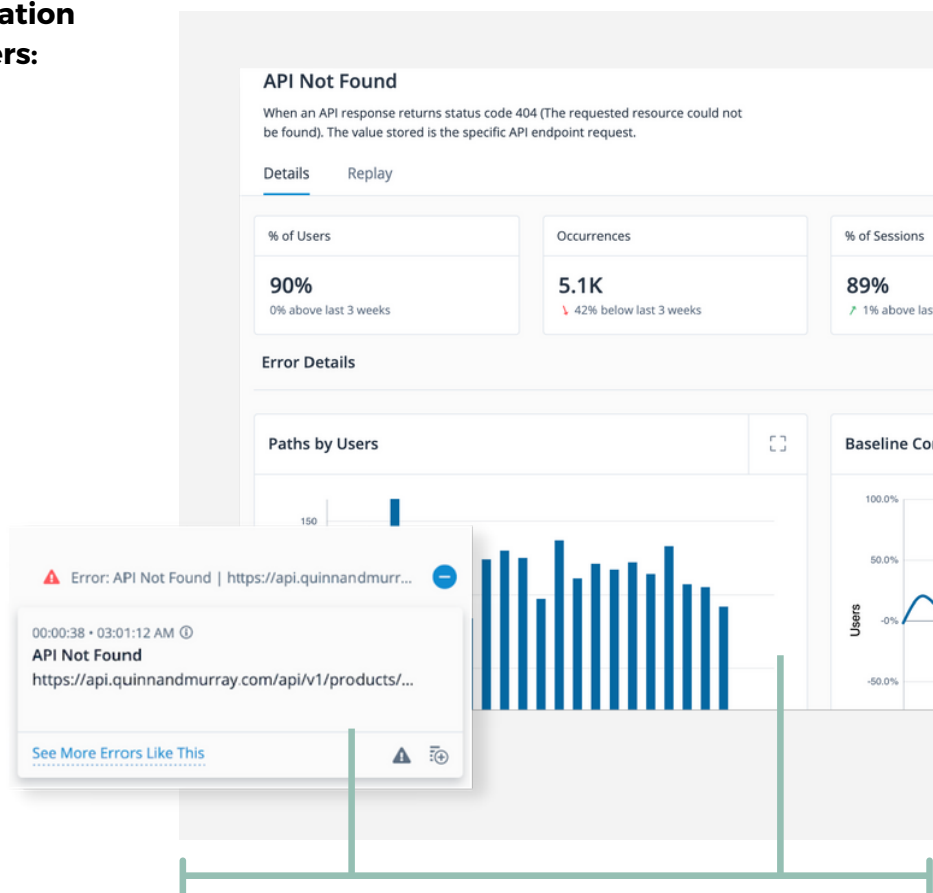
Enable teams to immediately quantify how many other customers were impacted with Quantum Metric's "See More Like This" capability.

04 Automatically Identify and Prioritize the Lowest Hanging Fruit

With a growing backlog of enhancements, teams need help identifying and prioritizing the lowest hanging fruit. While digital leaders want to maximize customer (and executive) attention on the digital business, resources are lean and budgets under scrutiny.

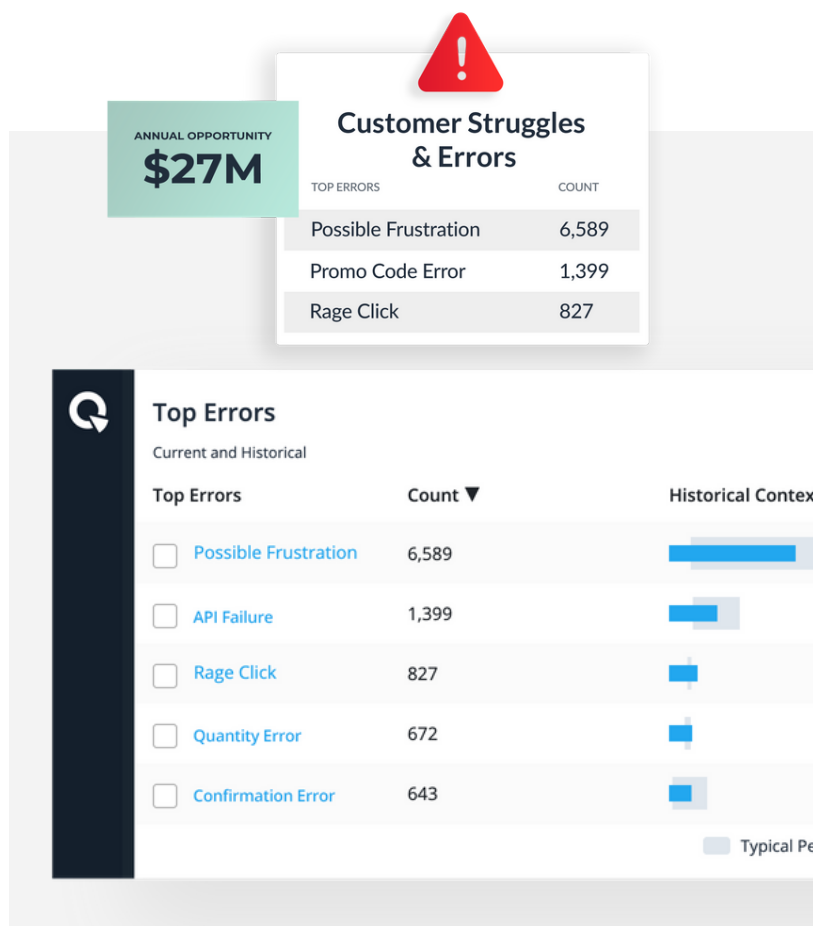## To put it simply, you have to do more with less.

In this climate, teams need help with the critical analysis and prioritization of where to focus next—whether it be a UX opportunity, technical error, or performance deficiency. The faster your teams can identify and prioritize conversion blockers, the better you can:

- Reduce calls, chats, and emails into the contact center
- Increase self-service or revenue conversions
- Improve customer satisfaction and brand loyalty

What you need to have in place:

- Automated detection of both behavioral or technical friction in your digital applications
- Automatic quantification of the business impact of the top friction points
- Ability to reproduce customer sessions to more quickly pinpoint friction

Quantum Metric gives digital teams a prioritized list of customer friction to focus on.

ANNUAL OPPORTUNITY
$27M

Customer Struggles & Errors

TOP ERRORS	COUNT
Possible Frustration	6,589
Promo Code Error	1,399
Rage Click	827

Top Errors
Current and Historical

Top Errors	Count ▼	Historical Context
Possible Frustration	6,589	
API Failure	1,399	
Rage Click	827	
Quantity Error	672	
Confirmation Error	643	

Typical Pe

Conclusion

You know that meme: "Who led digital transformation at your company?" Not your CEO, CIO, but Covid-19.

With more attention than ever on digital, there's no better time to put into place the processes and technologies your teams need to:

- Focus on customer retention and brand loyalty
- Identify the value leaks: lost revenue conversions and increased support contacts
- Optimize lower cost digital channels
- Improve agent and customer experiences when support is required

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Act On Our Digital Self-Service Recommendations

If you're looking to jumpstart an initiative to drive digital self-service and reduce contact center costs, explore how Quantum Metric can help.

Quantum Metric gives companies real-time visibility into how their digital business is impacted, where exactly customers struggle or engage, and what efforts need to be prioritized based on economic impact—all without leaving Salesforce.

Watch a recorded demo or request a live demo

Visit Quantum Metric on the AppExchange

WATCH A DEMO

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