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*Salesforce.com Journey? Let us be your guide...*



service cloud

# HOW TO OPTIMIZE YOUR CUSTOMER SUPPORT USING SALESFORCE.COM

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## Introduction:

The world has changed. Individuals and gadgets are more associated with each other, clients are more engaged, and organizations have more information readily available than earlier times. We have entered the period of the network, where people expect a computerized, flexible, and seamless customer support. The upcoming time of business achievement relies upon whether organizations can provide a customer experience that meets the increasing expectations in today's digital world. However, with regards to client benefit, numerous organizations lack in the experience of customer satisfaction. That is the reason we've developed this whitepaper: to provide you with the key best practices for outstanding customer service so that your business can prosper in today's digital world. Let us take a glance at it:



## Section 1

# Significant Service Beyond Every Channel

Technology has modified the present-day client into a constantly associated, exceedingly adamant power in the business world. On the off chance that your customer service isn't developed in a way to deliver extraordinary service in most of the channels and gadgets, you will fail to service your clients efficiently.

Your customer service needs to not only just be on the same track as your clients, yet be out ahead, and wait for them to arrive. This implies including new channels and utilizing information to develop a new image of your clients better than what you had earlier.

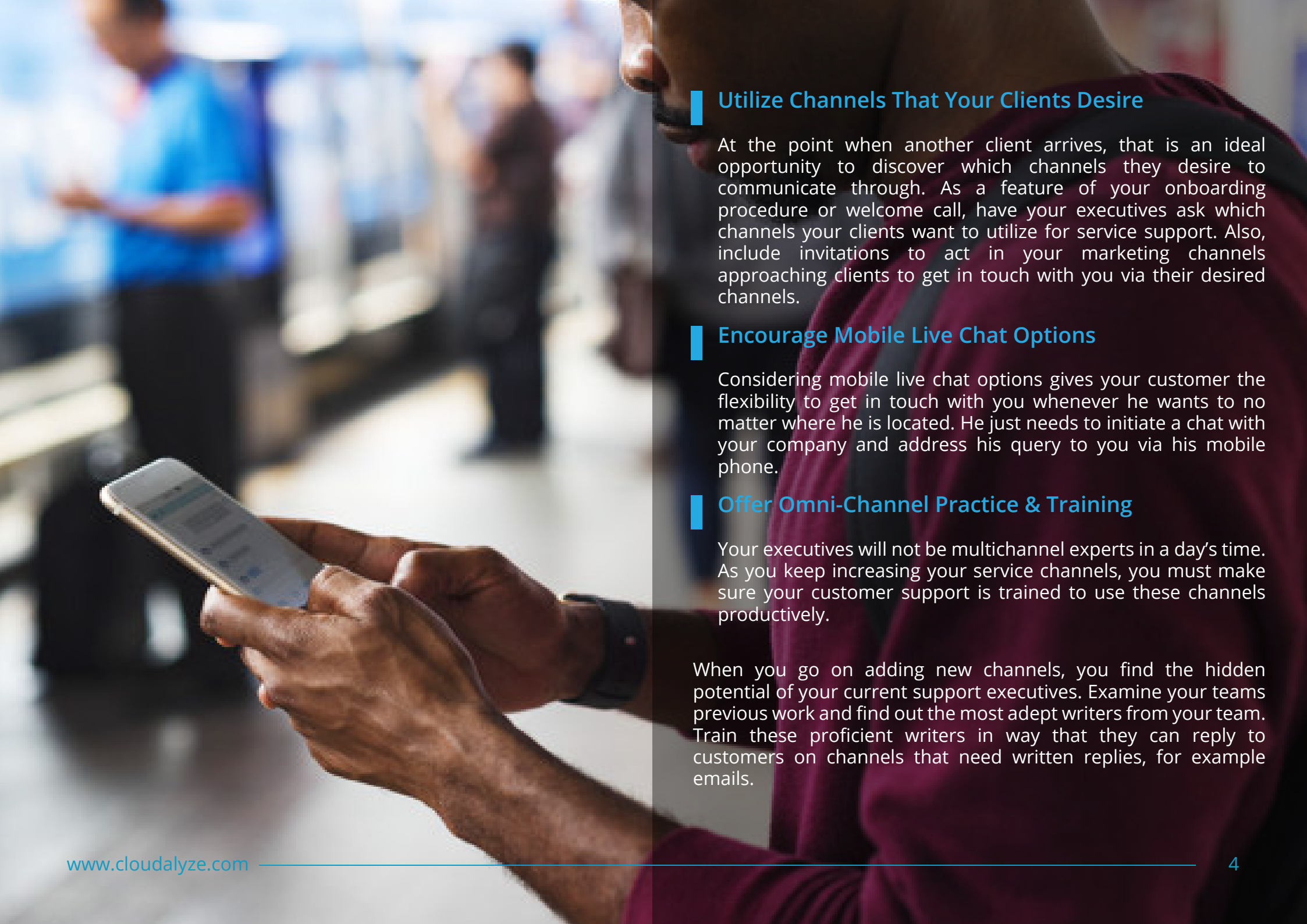
### Understand Your Clients, No Matter Where They Are Located

Clients usually state about being unsatisfied when organizations tell them to visit numerous channels to get their queries solved. Your executives should be aware of the preferred communication mediums of your customers, what they really want, and their previous records with you. Therefore, if the customer initiates the conversation via chat, he doesn't have to switch to calling or e-mailing.

### Utilize Customer Data to The Fullest

Make sure to utilize your contact center as the means of gathering complaints, remarks, and product advices. Your company should consolidate all client data in one common location which is easy to access for those who are a part of customer service team.





## Utilize Channels That Your Clients Desire

At the point when another client arrives, that is an ideal opportunity to discover which channels they desire to communicate through. As a feature of your onboarding procedure or welcome call, have your executives ask which channels your clients want to utilize for service support. Also, include invitations to act in your marketing channels approaching clients to get in touch with you via their desired channels.

## Encourage Mobile Live Chat Options

Considering mobile live chat options gives your customer the flexibility to get in touch with you whenever he wants to no matter where he is located. He just needs to initiate a chat with your company and address his query to you via his mobile phone.

## Offer Omni-Channel Practice & Training

Your executives will not be multichannel experts in a day's time. As you keep increasing your service channels, you must make sure your customer support is trained to use these channels productively.

When you go on adding new channels, you find the hidden potential of your current support executives. Examine your teams previous work and find out the most adept writers from your team. Train these proficient writers in way that they can reply to customers on channels that need written replies, for example emails.



## Section 2

# Manage Customers in a Friendly Way

In simple words, customer service means nothing else but customer satisfaction. If you can solve a customer's query in a quick and a friendly manner, you could say you have delivered good customer service. Great customer service will provide you something extra. As an organization, you should create real human customer interactions with the customer. Your executives should be able to amaze, gratify, thrill, and be informative towards your customer.

In today's time, customers want to interact with an actual person instead of a script-based interaction. Enable your customers to teach themselves.

### **Provide Beneficial Content**

To authorize your clients, you must enable them to be sources of information. Valuable content — regardless of whether it's an online blog, web-based course, media post, or a knowledgeable brochure— can assist in resolving your clients' issues while empowering them to effortlessly share this data with others. To utilize content productively, keep in touch with your clients to guarantee the content you're developing and promoting is useful, shareable, and important to their requirements and obstacles.

## Be Honest & Frank

It sounds clear yet remaining far from predetermined responses and confirming every communication is legitimate are basic to effective customer service.

Prepare your customer service executives to be original and support a frank and honest tone with customers. And if your customers feel happy, they will talk truthfully— which will assist you to take care of their queries quicker.

## Convert Problems into Solutions

Sadly, numerous organizations will have customers who jump at the chance to complain. Keep in mind, this can be a highly encouraging and productive improvement, helping present clients, and your product groups recognize product potential and restrictions. Make sure your team handles each query as a chance in developing your company even better.

## Influence the Experts

Motivate your executives to cooperate straight with the outside experts in your field. Appoint experts who have an interest about your products, thoroughly active and always eager to help everyone to create a very high customer satisfaction ratio.

## Follow the Guidelines

You must assure that with any communication with the customer, industry guidelines are followed. This can be especially imperative while including new channels, for example, including a live chat alternative that might be used to gather bank details from customers. It's pivotal to ensure this alternative and your systems still comply with all the guidelines, and that the required company policies are created and implemented. You must implement solutions that completely follow industry guidelines.



## Section 3

# Create Your Team

Any customer service team's success depends on the knowledge, experience, wisdom, and self-confidence of its service executives. If you hire the correct service executives, they'll help you your organization in achieving tremendous success. But if you do not hire the right service executives they might end up downgrading your ability to provide good service from the start itself.

Even if you have the best service executives in the world, they will hesitate if you do not provide them with appropriate and necessary training. Make sure to develop the winning attitude on your service team and you'll end up seeing your customers being more than satisfied.

### Concentrate on The Interview

You should always encourage your service executives from the starting interview itself. You have your executives sitting in front of you, always think of ideas to motivate them. Even before they start taking calls, find out ways to potentially motivate your service team. Just talk to them!

### Choose the Right Service Executive

Majority of the service executives will be having the necessary skills, but only a few of them will have the required attitude and determination. At times, it's better to keep the position of the customer service executive open rather than hiring the wrong person. If you think about this in respect to the future, the long-term cost of appointing a wrong person could become way higher than that of leaving the position unopen. If you want to decrease the rate of attrition, you must hire the right candidates.



## Think Out of The Box

In today's time, millennials like to work in organizations that think out of the box. They have big ambitions. Once they are hired, it is the time of the training period, when they decide whether how long do they plan to stay in your organization. A Large telecommunications company started to invest in their customer service executive's development outside of their customer support role, like in an inbound university which allowed their executives to gain arts and work credits while still doing their job.

## Perform Gamification

Gamification is a very popular concept in the world of sales in today's times. Similar strategies can be of great advantage to call centers as well. Motivational strategies do not have to be different between sales and customer service teams, although targets could be different. Gamification will deliver you with real-time events which your reps can engage with co-workers, bolstering your organizational environment and increasing your center team-spirit. Gamification will provide a factor of recreation in a monotonous work environment.

## Implement Multiple Channels to Decrease Monotony

When you add alternative service channels, it does not offer the access for clients to communicate with your organization. Service executives take advantage by obtaining and utilizing extra skills that can make their CV's better while decreasing the monotony of their work life. Most of the service executive will switch from taking phone calls to answering to emails and social media posts. You can try adding bonuses that give the chance to cover various channels if certain targets are achieved.



## Provide Adaptive Scheduling

Try making a responsive effort of exchanging shifts as fast and simple that can be possible. Think about utilizing your social media connections to make an ordinary space where service executives can request to give away and get shifts. An organization that perceives that executives require that adaptability in their work routine, and, whose management group believes in workers enough to enable shift changes to happen effortlessly, is an organization that will allure and keeps hold of their workforce.

## Explain the Job-Profile in a Significant Way

At the point when your service executives are approached, about what do they exactly do in their job, do they say they are a customer service executive? That they "speak on the telephone throughout the day"? Or on the other hand, do they say, "I assist individuals with various queries that they face every day? Your workers need to know they are making a genuine difference for your customers.

## Reward Your Employees

Make sure to present your employees with good rewards for work which is done proficiently. Be sure that these rewards are beneficial for the employees outside the organizational presence. Your employees need to maintain their work life in a balanced manner as it is a crucial aspect for them, hence keep your rewards in such a manner that your employees make good use of their time away from the office walls. May it be movie tickets, gift vouchers or other events, make sure your rewards identify that your team is enjoying to their fullest outside the office and you're glad to make it more thrilling.

## Provide daily acknowledgement

You don't generally need to spend cash on substantial rewards in a request to influence your team to feel inspired. Frequently, a manager's praise email or internal company praise to a colleague on his proficient work is as helpful as a gift voucher. Even the smallest of praises can make your executives feel happy even though they are going through a hectic shift.

## Make New Opportunities Available for Career Development

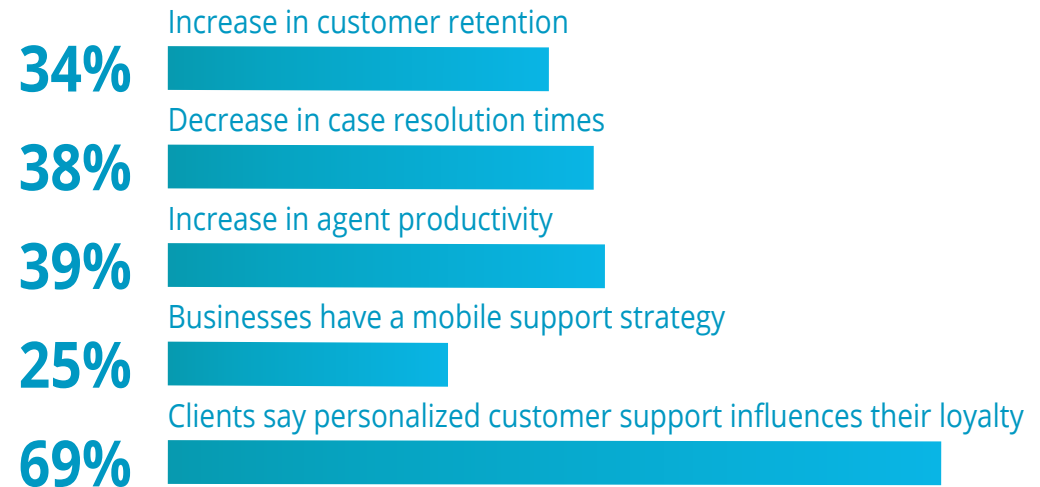
Majority of employees leave an organization because of the lack of career opportunities that are not made available to them. The most talented & experienced service executives should be given new opportunities even if they are not permanent opportunities.

You can provide educational benefits to your customer service executives through which they can improve their skill-sets which could lure them to other sections of the organization such as coaching, sales & marketing. Make sure to keep an eye on your most determined employees and if they are feeling motivated.

Cost & Product can always be replicated, but a powerful customer service cannot be cloned

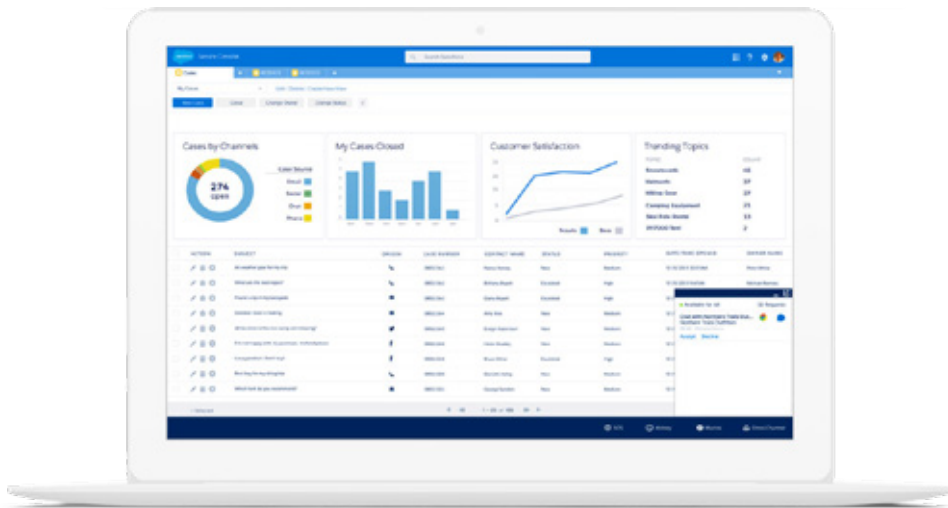
In today's time, customer service is an integral part of any organization & the success of business depends on how organizations provide a customer experience in respect to the digital world. With the help of Salesforce Service Cloud, developed on the Salesforce Customer Success Platform, any organization can provide a customer experience that is customized, intelligent, and speedier. This helps in delivering high rated customer satisfaction & in the development of brand advocates. Utilize these 20 most beneficial practices to develop an extremely top-class service engine- then implement the Salesforce platform to take your customer service to new heights and be assured that every customer of yours is successful.

### Boost up your business productivity via Salesforce Service Cloud





Increase customer satisfaction and transform support with the #1 platform for service.



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## About Cloudalyze :

As a Salesforce Silver Consulting Partner, we use Salesforce's industry leading products to help B2B and B2C companies build intelligent, omni-channel platforms that focus on the necessary things.

### Know more about products and services?

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