

EXCELLENT SERVICE TRENDS

We talk a lot about customer service. But it was in 2020 that he came out on top. The virus pandemic has shown that the business that has service as a competitive advantage survives. Because in a world where, among the range of goods and services, only service can set you apart from your competitors.

And, given how quickly the playing field and the world are changing, we invite you to consider the customer service trends, the application of which will help you stand out among the multitude of companies.

1. Constant change is the new reality:

Companies that want to survive in a post-COVID reality have changed their business models to fit the new reality. We all want stability and constancy, but even now it can be argued that constant change is our new reality. If you follow trends in customer service, you have probably already asked yourself these questions:

- How can we adapt to new challenges as they arise?
- How to help customers and still stay in agreement with all departments in the company?
- How to effectively use knowledge to provide ongoing support to service agents?
- What training opportunities do we have to stay on trend?

2. Personalized communication with customers:

It is impossible to deny the importance of communicating with customers through instant messengers. For most of 2020, we have observed how people spend most of their time indoors, which has affected their consumption, body and social habits. Naturally, the model of people's communication with each other has also changed, which should not have escaped the attention of brands.

With many people unable to see their loved ones, New Year's Eve 2020 was the busiest day for WhatsApp, with 1.4 billion voice or video calls. According to Facebook, which owns WhatsApp, has about 100 billion messages sent through the app every day. The numbers for other platforms are also impressive - Messenger alone boasts 1.3 billion monthly active users.

In the context of the pandemic, this indicates an increased use of alternative communication channels. A growing body of research shows that most consumers prefer to communicate with brands through the communication channels they use the most. And, starting in 2020, this trend will be at its peak for several more years, since we are talking about convenience here. Therefore, if you want to keep up with the times and digital transformation, you need to implement service strategies to communicate with customers through the communication channels that are convenient for them.

3. Customer service - a new competitive advantage:

Prior to COVID-19, customer centricity was often used as a buzzword in the customer service industry. In 2021, customer centricity is a must. A PwC report shows that 86% of customers are willing to

pay more for a better service. Now, consumers, especially millennials and zoomers, seem to be raising the bar even further by moving away from traditional materialism. What does it mean? Every purchase for the client now means something. And first-class service becomes part of this experience. Since customers need companies in order to fill the purchased product with meaning with the help of the service. For customer-oriented companies, this is of great importance. While customer service has long been seen as a means of selling and solving problems, it has now become part of the product. Communication with the customer continues after the purchase. Customers want to use their product in different ways to create new experiences. If companies support them in this, they can build strong customer relations.

4. Remote work of support staff:

The COVID-19 pandemic has given us an opportunity to understand and appreciate remote work. Freelancers, remote work from home, remote maintenance, online events - the future of customer service will depend on various "remote" functions. Customer service work can also be done remotely. And, if before the pandemic, remote support employees were a nice additional feature, now they have become a necessity.

Remote customer service employees are more cost-effective and fully compliant with current pandemic work requirements. Moreover, they are also very useful when it comes to providing support across different time zones. And, if we are talking about the development of a trend, then we can definitely predict the appearance of entire remote contact centers.

5. Omni-channel support and real-time support:

Today, almost any order can be made in just a couple of clicks. However, to keep customers coming back, you need to make sure they can easily contact you when they need help - through the channels they prefer. One of the most unpredictable things about customer service is how and when a customer contacts you. And if you don't answer within a short period of time, he will probably go to a competitor. That is why it is necessary to maintain various communication channels to do this around the clock. This is where self-service capabilities come into play, including chatbots so that customers can quickly get answers to simple questions. Not surprisingly, the use of chatbots has become popular; this trend is sure to continue in 2021. But do not neglect the good old phone. When customers are unsure, worried, and confused, they often prefer to talk to a real person, and this is where customer service can make a real difference. An omnichannel service system will allow customer support staff to manage the end-to-end customer journey instead of focusing on individual touchpoints. By offering omnichannel support to your customers, you make it easier for them to get "what" they need, "when" they need it. You are always available to them on their chosen service platform. For better resolution and collaboration, all your interaction with them is available to each agent in real time.

If you want to keep up with the trends of first-class service and be one step ahead of your competitors, write to Aneta Korobkina at aneta@ka.world and get a special offer for all seminars, trainings and educational programs.



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