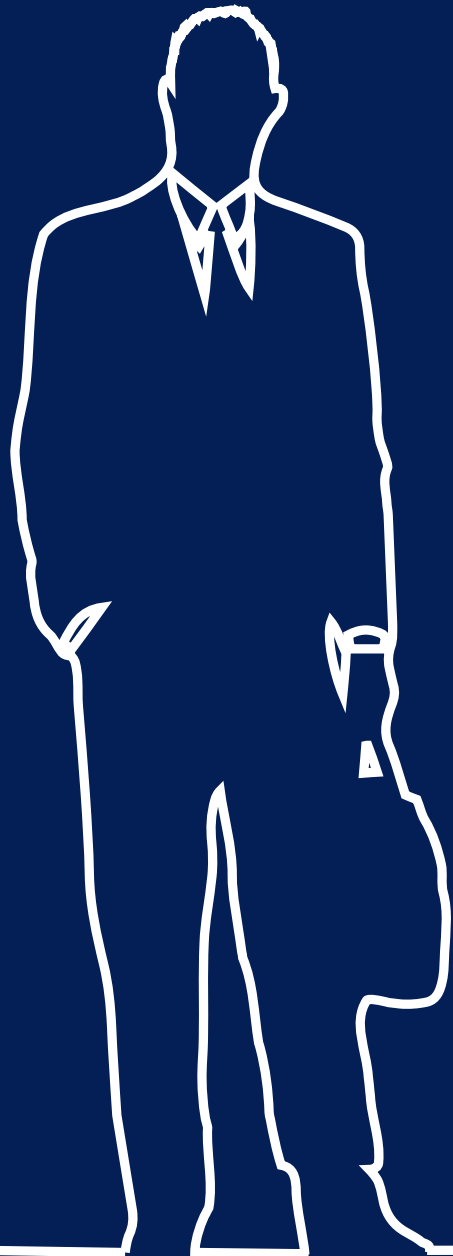




# Customer Service Optimization



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# Agenda

- 01 What is Customer Service Optimization?
- 02 Whys' of Customer Service Optimization
- 03 Best practices for Customer Service Optimization
- 04 Q & A Session

# 4 Ways to optimize the Customer Experience



<https://youtu.be/ACn7H3yfA2o>

# What's Customer Service Optimization?

- The entire experience a customer has with your brand from purchase, social media engagements, adverts, watching a brand video informs their opinion of your brand.
- Customer experience optimization is a whole-picture approach to the customer experience – a unification of brand message and identity, across channels and throughout the entire customer life cycle. The goals are quality and consistency, for every interaction.

# Keeping the Brand Promise



# Creating Optimization

- Excellent, optimized customer experience is all about long-term constancy: consistently happy customers, over months and years..
- Effect a Multi-Channel Experience. Website, Facebook, Twitter etc. should offer same impression
- Choose Responsibility. Have one person ultimately responsible for the customer experience



# Optimizing the Customer Experience Contd..

**Focus on Mobilizing** – Is your website on mobile as good as on a desktop?

**Require Consistency.** Optimize the customer experience across channels – online and offline, call centers

# Benefits of Optimization

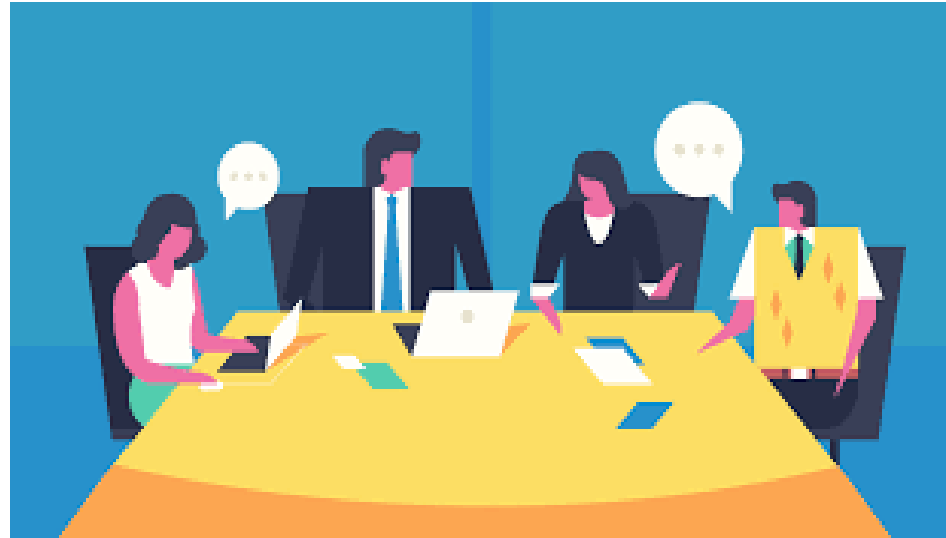
- ✓ Customers are five times more likely to make a purchase if they've had a great customer experience.
- ✓ 78% of customers have abandoned a purchase due to bad customer experience. Even more telling, 86 percent of customers will walk away from a company permanently, after a bad experience.
- ✓ Great customer service is the best way to improve on your ROI



# Keys to Customer Service Optimization



# Practice in Teams



# Feedback

- Set the Brand Standard – what do you want your customers to experience/feel about your brand .
- Train you staff. Gather feedback
- Track metrics and then analyze. Are they abandoning purchases, or or unlinking you on social media, or hanging up on customer service phone lines? Adapt and refine
- Customer experience is always evolving. So should your brand.

# When Customer Service goes wrong..

- Apologize
- Empathize
- Offer Compensation
- Follow-up



# Customer Service Optimization



# Customer Service Optimization Summary

- Define your brand – educate your customers/staff
- Communicate. Communicate. Communicate
- Review feedback constantly . Adapt and Refine



# Supplementary Resource

Title Author	Organization/Author	Link
Customer Experience Optimization	Molly Galleto	<a href="https://www.ngdata.com/what-is-customer-experience-optimization/">https://www.ngdata.com/what-is-customer-experience-optimization/</a>
4 Ways to Optimize your Customer Experience	Dan Scalco	<a href="https://www.business.com/articles/dan-scalco-ways-to-optimize-your-customer-service/">https://www.business.com/articles/dan-scalco-ways-to-optimize-your-customer-service/</a>
How to boost revenue through Customer Service Optimization	Quicksprout.com	<a href="https://www.quicksprout.com/how-to-boost-revenue-by-optimizing-your-customer-experience/">https://www.quicksprout.com/how-to-boost-revenue-by-optimizing-your-customer-experience/</a>

# Acting on Feedback is Key





# Get close to your customers

“

Get closer than ever to your customers. So close, in fact, that you tell them what they need well before they realize it themselves.

”

– Steve Jobs, Apple



# Conclusion

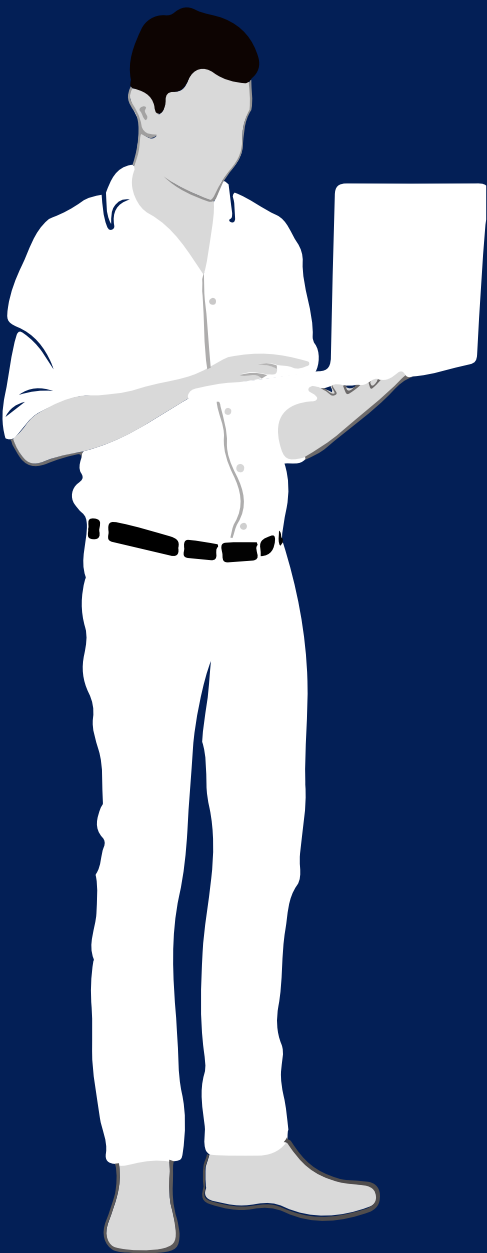
Everyone is in the business of  
customer satisfaction. Who are your  
customers and how are they doing?  
- Author: Brian Tracy

# Customer Service Optimization

**There's a big difference between  
a satisfied customer  
& a loyal customer.  
Never settle for "satisfied."**

~Shep Hyken

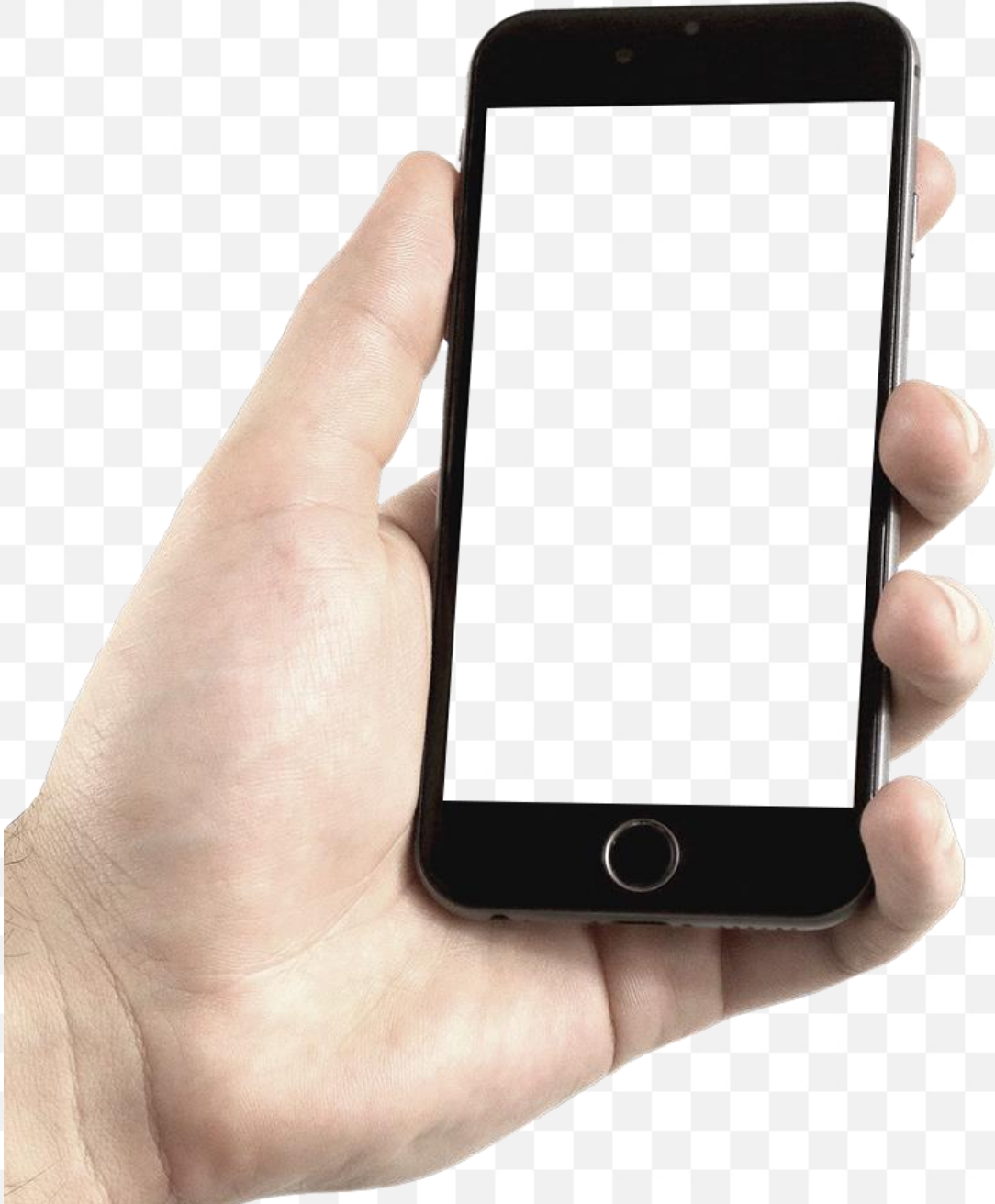
[www.jhyken.com](http://www.jhyken.com)



# Thank You

Q&A

# Contacts



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