Why telephony should be part of your CX strategy in 2018

Customer experience eBook
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natterbox

Introduction

> "You've got to start with customer experience and work back toward the technology, not the other way around."

Steve Jobs
Apple

With smartphone penetration climbing beyond 70% in many developed countries, it's easy to think that voice calling is falling behind in terms of how consumers communicate with their favourite brands.

Social media and AI-driven chatbots are commonplace, particularly for younger customers; but telephony is still king when it comes to customer experience (CX), according to findings from numerous renowned organisations such as Salesforce and Gartner.

They found that the phone is still the top channel for service teams: at 92%, it's the dominant method by far, ahead of email and in-person customer service. While consumers are excited to migrate to new channels to resolve their issues, they still expect that a good company should be in a position to resolve all issues over the phone, in a timely manner. 57% of customers calling in expect an immediate response, and 28% within the hour. Business customers are even less forgiving when it comes to speed of engagement: 60% expect an immediate response and 30% expect a response within the hour.

In the age of the customer, more consumers have become accustomed to the instant gratification afforded to them by technology.

How can businesses meet the increasing expectations and deliver exceptional customer experience?

Death by Social
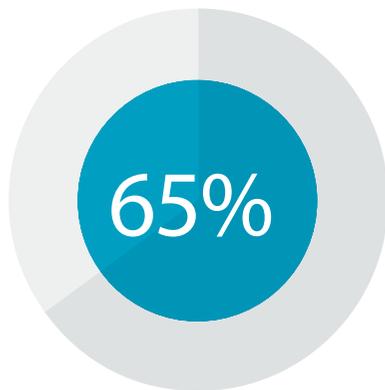
65%

say they're likely to switch if vendors don't make the effort to personalise communications to their company.

Research is showing us how vulnerable businesses are if they fail to live up to CX expectations. Two thirds of consumers say they're likely to switch brands if they're treated like a number rather than an individual; similarly, 65% of business buyers say they're likely to switch if vendors don't make the effort to personalise communications to their company.

CX by phone gives companies ample scope to personalise their customer interactions, but the price is steep if they fail to get it right.

One thing is certain, today's consumers are savvy, and will not hold back from voicing their opinions through social media when brands are missing the mark.

Consistency is another regular headache for customers. The ability to communicate with brands across multiple channels, moving between social media, email, website queries and phone calls, is widely welcomed, but while they might accept different service levels across different channels, they at least expect communication to remain consistent.

No Compromise

89%
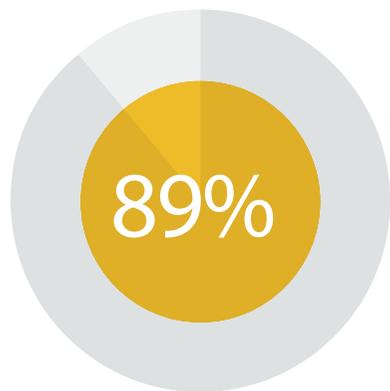
of businesses are soon expected to compete mostly on the basis of customer experience.

Neither B2B nor B2C customers are ready to compromise when it comes to wanting to be addressed by an agent who is up to speed: 83% of B2B customers think it's absolutely critical or at least very important to immediately be routed to the agent who is most knowledgeable about their company's issue. 78% of B2C customers think it's absolutely critical or at least very important that the agent they speak to knows their service history, so they don't have to spend time filling him or her in. This expectation is only set to increase.

By 2020, 79% of business buyers will expect companies from whom they purchase to already know who their company is when they contact customer service and preferably also know who they're speaking with. Seamless call routing is the expectation.

This is just one element – albeit a critical one – of CX, but it signals a looming trend that no company can escape: Gartner's research found that 89% of businesses are soon expected to compete mostly on the basis of customer experience, versus 36% just four years ago. If your CX isn't firing on all channels – particularly the ones that matter most for service – then you could face a serious threat to your ability to win new business and retain clients, against companies who can offer the kind of consistency, speed of engagement and personalisation that keeps clients loyal.

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What is Omnichannel?

Perhaps the only thing that changes more rapidly than technology in today's amped-up digital environment is the terminology used to describe that technology and its impact on consumers. Omnichannel is a term that we're hearing more frequently, but is it just another term for multichannel?

Years ago, if a consumer wished to purchase a television, he would go to a local department store, view the various options, and buy a television. As the world has evolved, that same person's decision has become more informed through the internet, where a whole world of new possibilities have emerged.

The evolution hasn't stopped there, with so many options and opportunities available to us, customers have a number of ways of researching and interacting with companies, putting the sales cycle firmly in the hands of the customer.

The omnichannel approach puts the customer and their needs firmly at the centre of its strategy.

Acknowledging that mobile and social have enabled customers to not only quickly switch between channels, but actually use channels simultaneously. Omnichannel encompasses the physical, phone, web, mobile, email and chat. Essentially every tool a customer needs to make an informed decision. For example, checking out product reviews on a mobile whilst evaluating a product on a physical retail store shelf.

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The telephony CX simply isn't delivering for some customers because not all providers have evolved their offering to cater for today's customers to the same extent as the web. While interactions through browsers, emails, social media and so on are being integrated with modern CRM technologies, many companies are happy to stick with dated and an archaic telephone architecture, with manual re-routing and multiple-choice robotic systems that don't capture customer journeys and data efficiently, and don't leave service better equipped to resolve customer queries the next time they call.

Successful companies will be those that differentiate their customer experience effectively and offer seamless omnichannel communication. Delivering exceptional service across every platform – particularly the one that's still used the most.

Using intelligent telephony systems means companies need no longer be afraid to put their phone number in a prominent position on a website. The system can be harnessed to provide the very best, personalised customer experience – a service that builds customer connection and loyalty.

Imagine how impressed your customers would be with the relevant agent knowing exactly who the customer is and what they're calling in about, providing the right information, for the right person at the right time. This can be happen in a matter of days with CRM & telephony integration.

About Natterbox

Natterbox is a global, cloud-based, telecommunications company based in Croydon, UK. Founded in 2010, Natterbox is the world's first global business phone system with contact centre, 100% embedded and managed entirely within Salesforce. Our technology can help you make and receive calls, retrieve records and automatically log calls within the relevant object in Salesforce.

We invite you to engage with us to learn more about how we can connect your global offices, increase productivity and personalise your telephony integration.

Once connected, the Natterbox Advanced Voice Services platform optimises and automates your business to intelligently route calls, increasing productivity and efficiency.

Natterbox is dedicated to enhancing the value of its customers businesses, through intelligent integration of future proof telephony, personalisation and services.

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salesforce available on AppExchange

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