**Tools of Customers -**

More and more organizations are providing customer service tools to encourage consumers to have greater interaction with their brand.

1. **Online communities -** Statistics show that 25% of people choose to engage with brands because they “want to join the community of brand fans.” Online communities allow customers to engage with other customers, give direct feedback on products, and share their passion for your product or brand. Maintaining online communities is the company’s opportunity to monitor customer feedback and improve brand experience. Online communities can be accessed via social media and there are also several marketing applications that can help you build your own online community (ahem, like our Community Cloud).
2. **Discussion Forums -** A forum is a specific type of online community that creates an opportunity for crowdsourcing. Here, you can collect and respond to customer feedback. Popular forums will quickly grow in popularity and become a place where product experts who many not even work for your company can combine forces with your own customer service agents, creating a community that can chime in about a product or help to resolve issues in a much timelier matter. You get the benefit of seeing a lot of customer feedback, and you can see how customers react to the solutions that are provided in the community.
3. **Social Media** - Social media is an essential tool for businesses of any size. Maintaining a static social page is not enough. Nowadays an inactive social media profile is the online version of having an empty store. Create a social media presence and use it to engage with customers, connecting with them and responding to their problems or issues on a timely basis.
4. **Automatic callback -** We’ve all had the unpleasant experience of being put on hold for an annoyingly long period of time. By the time an operator is able to assist you, you’re already irritated at having had to wait for X amount of time. If your service system allows a user to enter their phone number for an agent to call them back without losing their place in the service queue, even better.
5. **Live chat -** As more people shopping online, there are people are looking for online support. Offering a live chat option (like the one included in the Salesforce Service Cloud) is another way to foster a good online experience for your customers. Live chat options can be used for more than just customer service questions—it’s also a good way to provide information that might encourage a purchase decision. For example, clothing retailers often offer live chat with a “style consultant”, and department stores sometimes offer a live chat for help with gift registries.
6. **Customer satisfaction surveys -** Customer satisfaction surveys are important at various touch points, such as after a sale or after an issue is resolved. Allowing your customers to give feedback provides you with valuable information on how to build a better customer journey, and it can help instill trust in your brand. This trust is important to build, because it can cost five to 15 times more to acquire a new customer than gain repeat business from an existing one.