CUSTOMER CARE REGISTRY

What is customer care?

Customer care is more than just providing great customer service. It's a proactive approach to providing information, tools, and services to customers at each point they interact with a brand.

70%
of customers prefer messaging over voice for support.

$8 billion
amount per year that chatbots can help businesses save by 2022.

52%
of customers hung up on calls after waiting too long for an agent.

80%
decrease in agent research time at call centers by using AI and chatbots.

91%
of dissatisfied customers will not return for a repeat purchase or service.

$1 million
potential annual savings for every second shaved off the AHT per call.

99%
improvement in customer response times for a Watson client.

40% -70%
of routine customer queries that can already be handled by chatbots.

How to Improve Customer Service using applications:

1. Understand customer needs.
2. Seek and promote customer feedback.
3. Set and communicate clear service standards.
4. Delight your customers by exceeding their expectations.
5. Capture and share examples of great service.
6. Create easy and effortless customer service.