Ideation process

1. Not knowing the answer to a question

There will be times that customers catch your agents off guard with questions they simply can't answer in the moment. However, this doesn't mean they should just leave it at 'I don't know' and move on.

The solution
This is a chance for your team to direct the customer down the right path, or if possible, gather the right information themselves. This could involve directing customers to a knowledge base or putting them in touch with the correct team member to help

Whatever the issue, acknowledge the customer's question and lay out a plan to address the situation. Most importantly, follow up when you say you will, even if it's just an honest update that the issue may take longer than expected to solve.

2. Transferring customer calls

Transferring calls can be annoying for everyone involved. Customers often end up frustrated after wasting time repeating information, and with multiple agents involved, it means more time spent waiting for incoming calls or chats to be answered.

The solution
Explain the problem in simple terms, tell them why you need to transfer the call to another team member, and how that person can better help the situation. Understanding the 'why' behind the transfer ensures the customer knows you get their issue and you're not just transferring them needlessly. The right answer is often only a conversation away.

3. Not having the right tools

Your customers are crazy busy. They expect you to meet them on whatever communication channels they prefer and don't have time to wait around. When your customer service representatives lack the necessary tools to meet your customers wherever they are, the support process becomes slow and can cause frustration. For example, siloed customer information means making visitors wait while an agent tries to hunt down basic information. Or worse, the customer needs to continue repeating the same information.

The solution
Finding the right customer engagement software that meets both your business and customer needs is key here. Tools like live chat, browse, and chatbots can all help improve customer service workflows as well as the overall experience. Figuring out which are right for you depends on your service goals and current challenges.
Acquires live chat software in action helping support agents connect with customers in real-time.

4. Customer service workflows aren't aligned with the customer's journey

Without mapping out customer support workflows, bottlenecks or breakdowns can go unnoticed and unaddressed. And if customers run into too many issues along their journey it could cause them to abandon things altogether.

The solution
If you haven't already, it's time to build a customer journey map detailing every touchpoint a person goes through on the route to conversion. Each touchpoint should allow access to customer support, whether it be a chatbot, live chat, or knowledge base articles.
Keep in mind that each support point should be relevant to the customer's needs. For example, if you know people often have questions during check out, it would be a good idea to set up a chatbot that could automatically provide the answers at any time.

5.Not meeting customer expectations
Customer expectations constantly change and to fulfil them you need to understand exactly who your customer is, the journey they take while interacting with your brand, and what it is they want from you.

The Solution
- **Collect customer feedback.** Reviewing chat logs, or customer interviews, feedback directly from the people who use your product or service is extremely important when trying to improve the overall customer experience.
- **Focus on the small things.** Improving your customer service doesn't have to mean overhauling your entire strategy. Make small changes where you can and take it step by step. It might seem insignificant at first, but small improvements add up over time.
- **Stay one step ahead.** At one point in time, a simple chatbot was enough. Now an omnichannel approach is considered the norm. It's safe to say this will continue to evolve over time.