

IDEATION

**TITLE: CUSTOMER CARE
REGISTRY**

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1.Objective:

The primary objective of customer experience management is to improve the overall experience each customer has with a brand. It is a strategy to understand customer perception, gauge customer loyalty, and put action plans in place to improve the CX gaps.

It wouldn't be wrong to say that customer experience management is an important differentiator that decides the champion of brand wars. In this ultra-competitive, technology-driven market, customers don't settle for anything less than 'crème de la crème' or the best. Simply put, customers can choose you. If you fail to impress them, they'll choose your competitors. A small mistake you make is an enormous opportunity for your competitor to sweep-in. However, with customer experience management, you can avoid such mishaps from happening.

Solution:

Customer care is when companies treat their customers with respect and kindness and build an emotional connection with them. It's something that can—and should—be handled by everyone on the team, not just a customer service representative or a customer success manager.

Companies are giving more and more importance to customer care solutions. Customers experience has become one of the deciding factors in customer loyalty. Nowadays, the quality of customer service is sometimes more important than the quality of the products and services themselves.

2.Objective:

Customer loyalty is a natural outcome of good Customer Experience Management. Happy customers are great for an organization.

However, loyal customers take things to an entirely new level. With positive word-of-mouth and spirited referrals, loyal customers bring in new customers in a natural way. Therefore, an organization can turn customers into brand evangelists using customer experience management. Thus, CEM helps a product become a 'brand' - loved by all, preferred by all. Not to mention the steady and increasing revenue that follows. Thus customer experience management is, without doubt, necessary for any organization to improve sales and shape their brand personal.

Solution:

To understand what customer care solutions are the right ones for your company, you need to analyse your customer's needs first. To do that, you can either analyse your industry's benchmarks or conduct your own study. Understanding your customer's needs is no easy task. To get started, you can start by analysing your target customers as well as your customer base demographics.

Customer Self-service support enables clients to search and find a solution to their problem themselves. It includes FAQs, community service, automatic task management platforms, etc. This solution is great for Technology companies as well as for companies

3.Objective:

Customer satisfaction is the most important business objective and driving force behind all the achievements during the lifecycle of a business. Customer satisfaction can be measured by various means like surveys, feedback, etc. It is essential to evaluate customer feedback to unveil essential takeaways from it and implement them into business strategies.

Solution:

It is also important to receive customer feedback using the right method. Depending on your customers and the nature of the service

you offer, they may be more open to providing feedback one way over another. For example, some customers may prefer to be interviewed or asked for feedback over a phone call. Others might prefer being asked specific questions through a detailed and well-designed questionnaire. Choosing the right avenue is integral to receiving quality input from them.

Customer feedback can be useful in upgrading both processes – manufacturing, and operations. There are various means of collecting customer feedback like surveys, questionnaires, emails, calls, etc. The feedback collected via these channels along with the recurring complaints raised by customers can be used to address the flaws in the system and implement new strategies to enhance customer satisfaction.

4.Objective:

Customer Lifetime Value refers to the amount of revenue that is likely to be generated by a customer during his/her entire life with the brand. You can increase the lifetime value of customers by offering the best customer services. You can design specific strategies with the help of data you collect throughout the customer journey. You can collect data via surveys, chat history, support tickets, and self-help documentation.

Solution:

Companies should deploy tools such as CRM software and AI Help Desk Management to enhance customer service and build a more trusted and intimate customer relationship. Remember, customer intimacy allows your business to learn about customer problems first and allows you to craft more suitable product or service offerings that enable you to win in your market.

These tools can help in framing effective strategies for delightful customer service to current customers. You can also use the data from these tools and create strategies to attract new customers for lead generation.

These tools work on the data that is collected via live chat history, ticket generation, customer queries, effective solutions to measure customer success.

5.Objective:

Great customer service aims at converting a dissatisfied customer into a happy customer. When a customer is unhappy with your company's product/service, you should take it as an opportunity to present them with the outstanding services that your business has to offer them.

The customer recovery process is also an opportunity to prove to the customer that he/she is valued, and you are ready to give them some special perks. You should resolve their issues in a friendly and diligent manner to ensure their recovery.

Solution:

Customer service has a direct and indirect relationship with sales. Sometimes, potential customers may reach out to the agents to get more details about the company's products/services. In such a scenario, the agents can enhance sales by convincing the customers to make a purchase.

Apart from the direct impact on sales, good customer service also impact the sales indirectly by satisfying the customers. When customers are satisfied, they'll buy more products from the company and may even refer to their friends.