

# THE BEST CUSTOMER SERVICE IS PROACTIVE CUSTOMER SERVICE



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**T**ruth be told, a large percentage of the traffic into a contact center is “unwanted” traffic—unwanted either because it holds little revenue value or it detracts from the customer experience because it’s something like a service outage, incorrect bill, missed delivery date, or faulty product. When something goes wrong, the contact center is usually the first place to know about it.

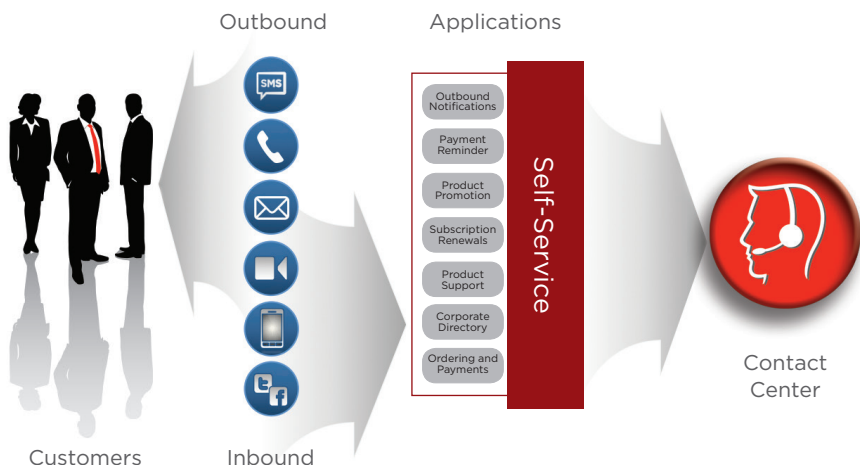
## **Don't Wait Around**

Chances are, when customers call due to something caused by your organization, they're probably not too happy about having to contact you! Customers would rather you

alerted them to problems in advance, proactively reaching out to them when situations arise that could impact the service they receive and expect.

Such situations include flight status changes due to weather, the shipment status of a product, and a balance change in a bank account. Reaching out to customers with this specific, relevant information deflects inbound contacts and enhances the customer experience. (Proactively bombarding customers with promotional messages, however, accomplishes neither.) Automating these proactive updates using lower-cost channels such as SMS/text messaging frees

Figure 6.1: **Proactive Customer Experience**



Source: Avaya internal research.

up more valuable resources from routine, repetitive tasks. No wonder organizations are increasingly using proactive outreach to support different phases of the end-to-end customer journey.

**Use Cases Include:**

- 1. Integrated, proactive, multichannel customer outreach** to improve customer satisfaction and enhance retention. By proactively sending automated notifications for routine activities such as welcoming new customers, alerting them about account activity changes, informing them about available promotions, and obtaining or responding to service satisfaction survey feedback, your organization can improve overall customer relationship, loyalty, and advocacy.
- 2. Automated outreach for campaigns, collections, and telemarketing** to increase productivity and revenue. Simple automated reminders that

payments are due can improve cash flow as well as overall collection rates in a cost-effective, unobtrusive fashion. This can also be effectively applied to automating mass personalized cross-sell/up-sell campaigns or creating opt-in campaigns to promote new products and services.

- 3. Automated notifications and reminders** to improve the customer experience while reducing costs. Proactively notifying customers that their order delivery is delayed due to a traffic jam or vehicle breakdown, or reminding them that their dental appointment is at 2 P.M. the following day, could greatly reduce costs from missed deliveries and appointments. You can also reduce traffic into the contact center. [\[A\]](#)

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