

A guide to positive customer experiences Our Guide to Recefining Customer Satisfaction (One Call at a Time)



At Aircall, we're convinced that there's no greater joy in business than when you hold meaningful, rich conversations.

Connecting with each other, being helpful, and bringing a sense empathy and care to others is how we thrive.

We want to empower every professional to bring customer satisfaction—and ultimately revenue—to their daily activities.

Let's take a deep dive.





Create an omnichannel support strategy



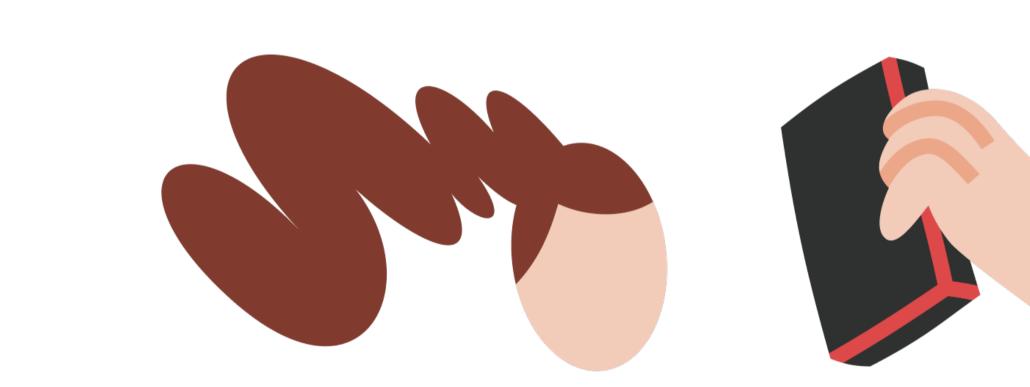


3 Keys to Improving Your Customer Experience

Incorporate personalization

Focus on Tone

Create an omnichannel support strategy

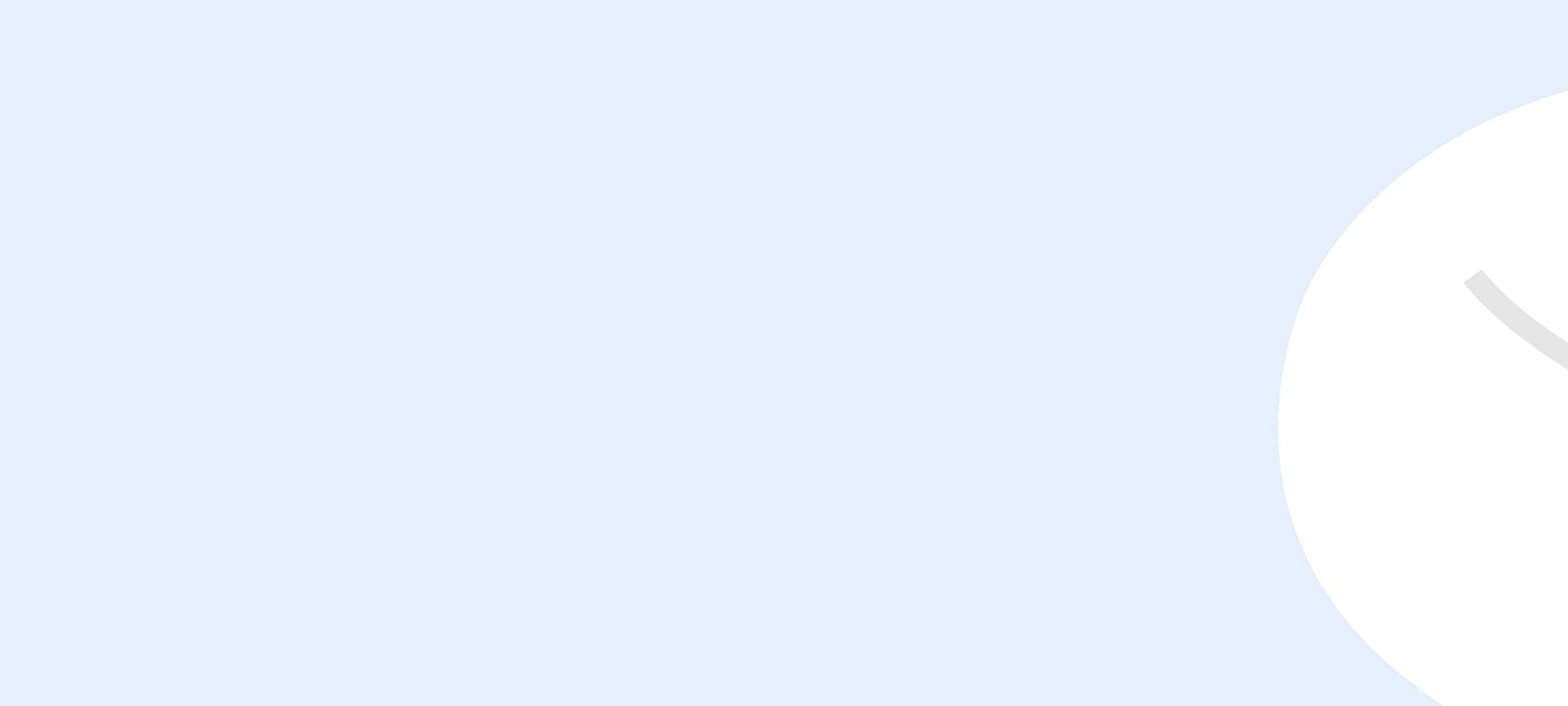


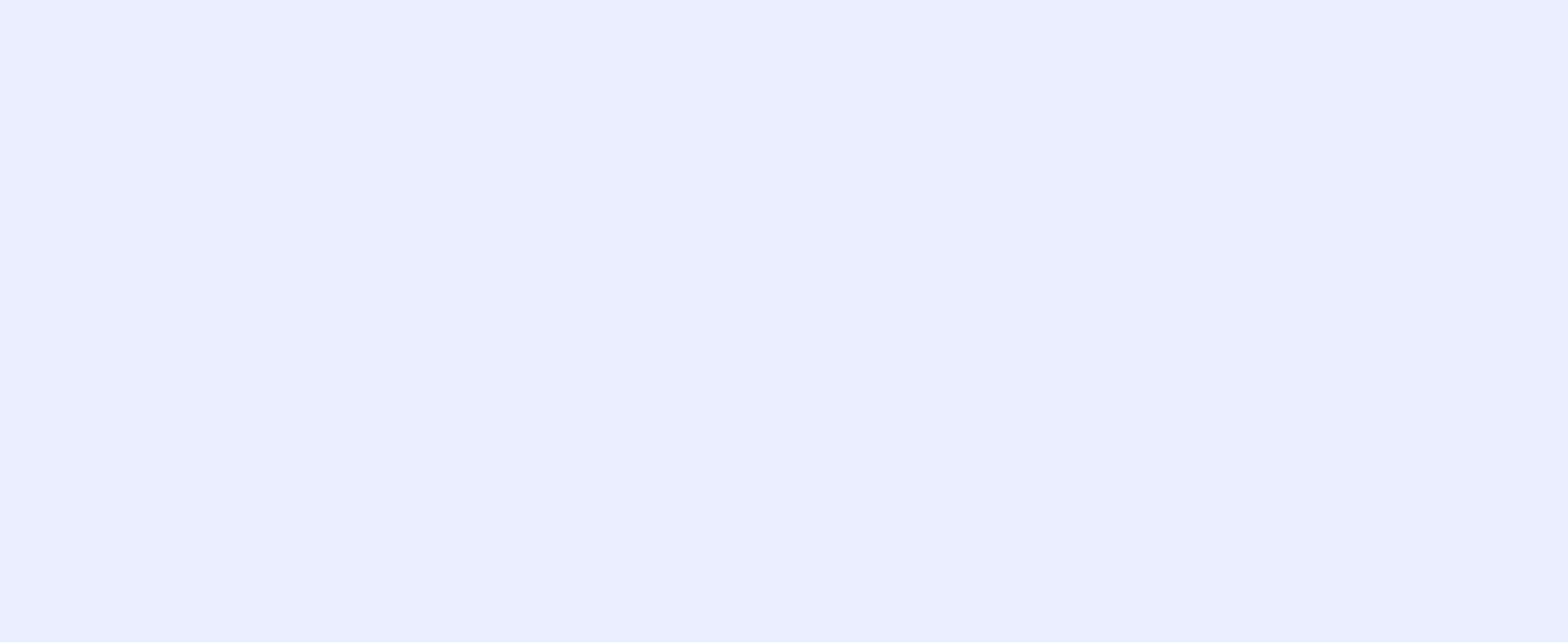


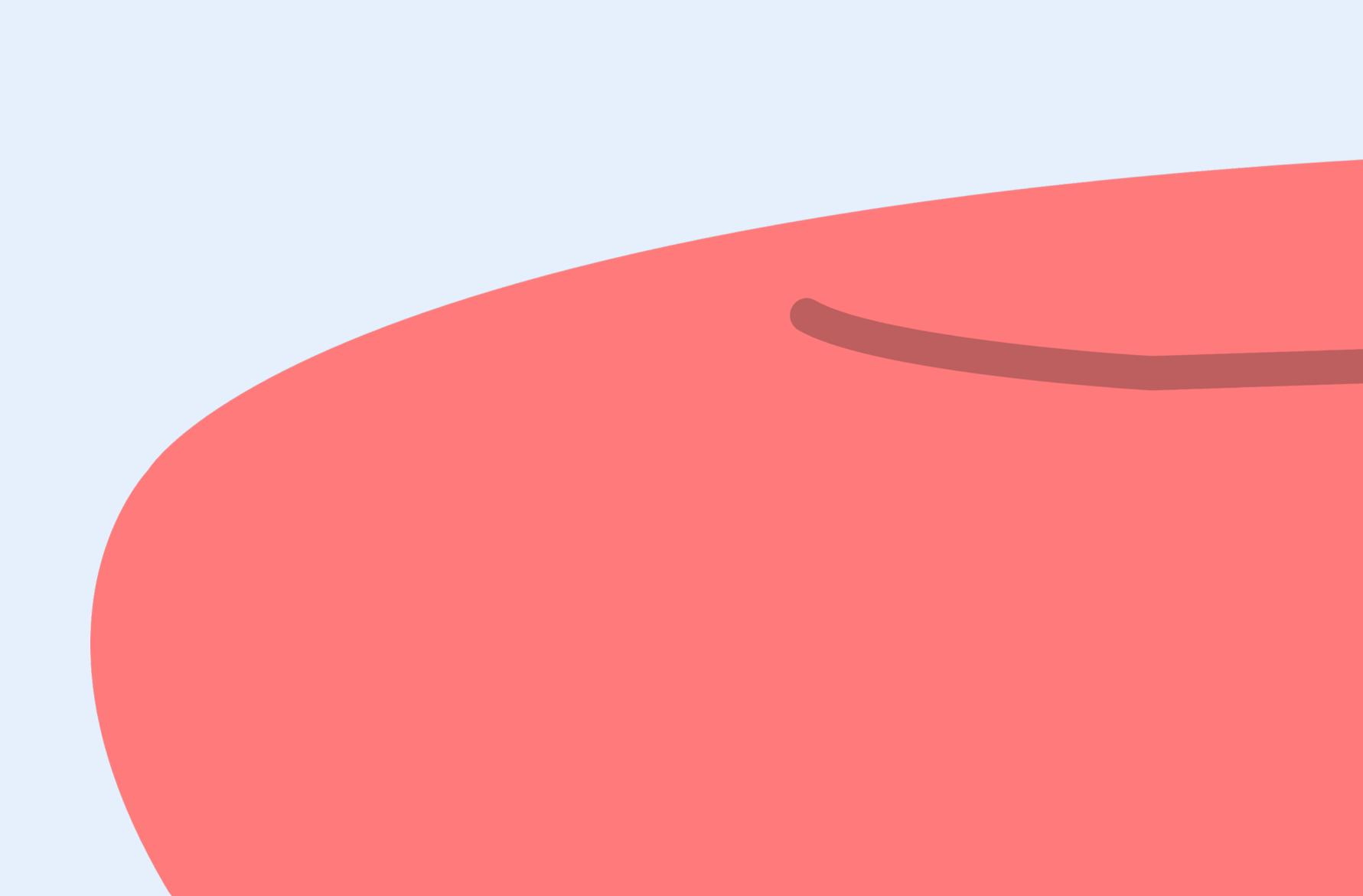
• Types of Support Channels Building Your Strategy

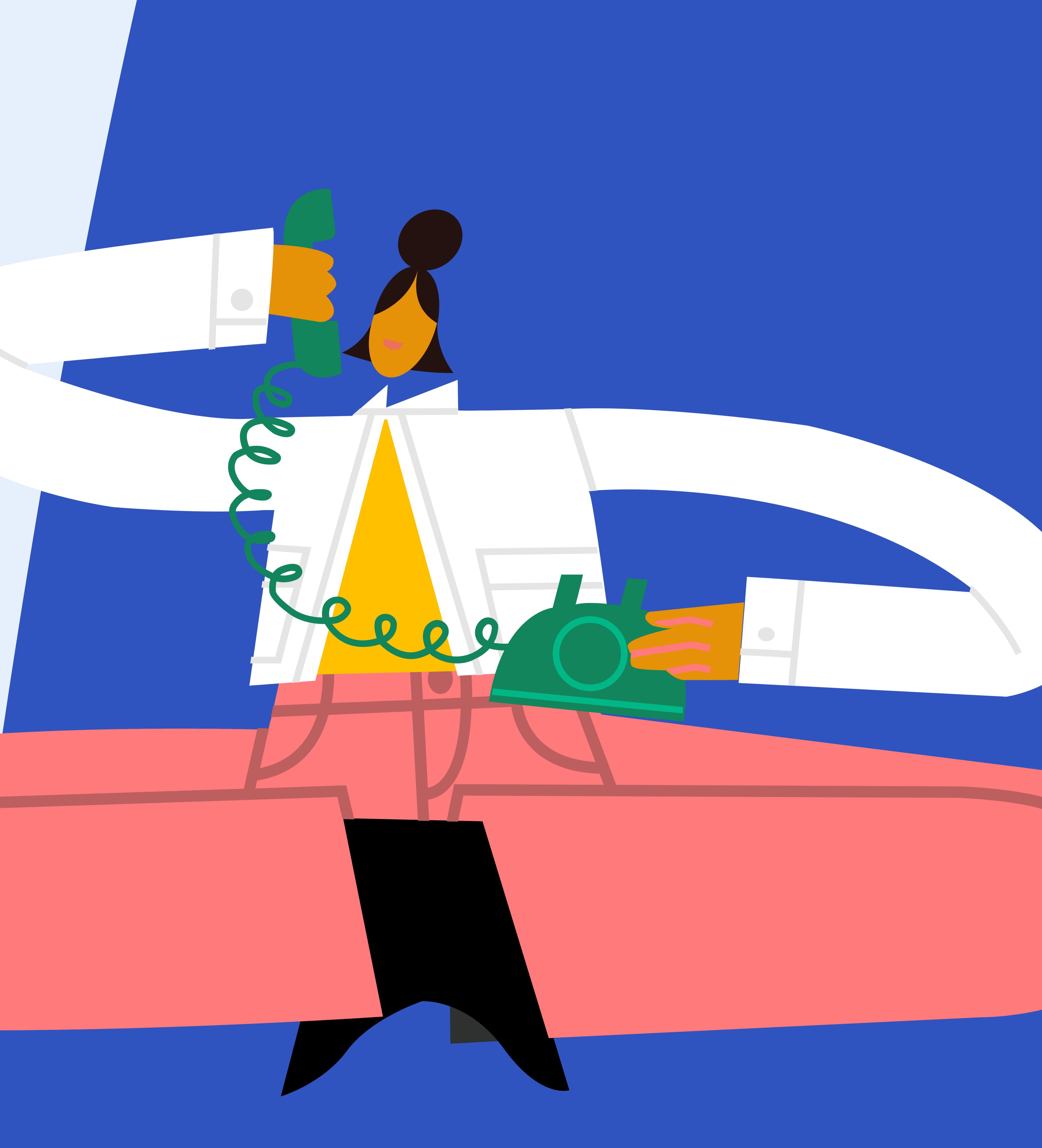
Omnichannel Communication Types of Support Channels











Phone calls are the most information-rich customer support channel. Customers can get detailed answers to their questions, easily ask follow-up questions, and have a more natural conversation.



Source: Aircall's 2021 E-Commerce Report



35% of customers prefer phone as the first contact method



of support interactions **68%** of support interaction are over the phone



of customers rank it as the best customer service channel



Source: Aircall's 2021 E-Commerce Report



of customers want to hear from brands via email



Customers may not get quick universal reach, with more than owning an active email account.



Whether it's a chatbot plug-in on your website or offering live chat through your online customer support portal, chat support gives your customers the convenience of talking to support reps anytime, anywhere.



Source: Aircall's 2021 E-Commerce Report

of customers have used web chat to contact customer service in the past six months



Source: Aircall's 2021 E-Commerce Report

of customers prefer text over phone calls and emails



any time, anywhere, and still expect a quick response.

And because they don't need an internet connection or a locations.

SNS/Text

- SMS offers the same convenience as live chat because customers can contact your support team
- smartphone to reach you, they can contact you even from remote

Social media allows for 24/7 customer support and can be done anywhere. It also offers customers quick replies and lets them share images and documents regarding their inquiries and concerns.



Source: Aircall's 2021 E-Commerce Report



of customers use social media **Oresearch a product**



Omnichannel Communication Building Your Strategy

It all comes down to meeting customers where they're at.







Review the Current State of Your Customer Service Channels

- and effectiveness?
- support channels?

• Is each customer service channel fulfilling its original objectives? What metrics are you using to gauge customer reach

 Have your customers expressed any opinions about your current channels (it's too slow, has a poor ux interface, etc.)?

Can you connect individual channels to other customer



Monitor Agent Performance

Pro tip: When you upgrade to a cloud-based phone system like Aircall, you can leverage integrations to get a strong sense for agent productivity and performance with features like Call Whispering and Call Center Analytics.

• How quickly does each agent resolve an issue?

 Are there times when support reps aren't able to answer a customer's call or reply quickly?

How often do customers call back with the same issue?

How do your agents handle irate customers?



Analyze Customer Feedback

Gathering customer feedback is crucial for improving the support experience your business offers, but you also need to evaluate the feedback you receive.

Ask questions like:

What are the most common issues that customers bring up?





Factors to consider when choosing which support channels to focus on

- The goal of your messaging
- Your target audience's favored communication channels
- Your brand values
- Team capacity and skill sets
- Industry standards and best practices





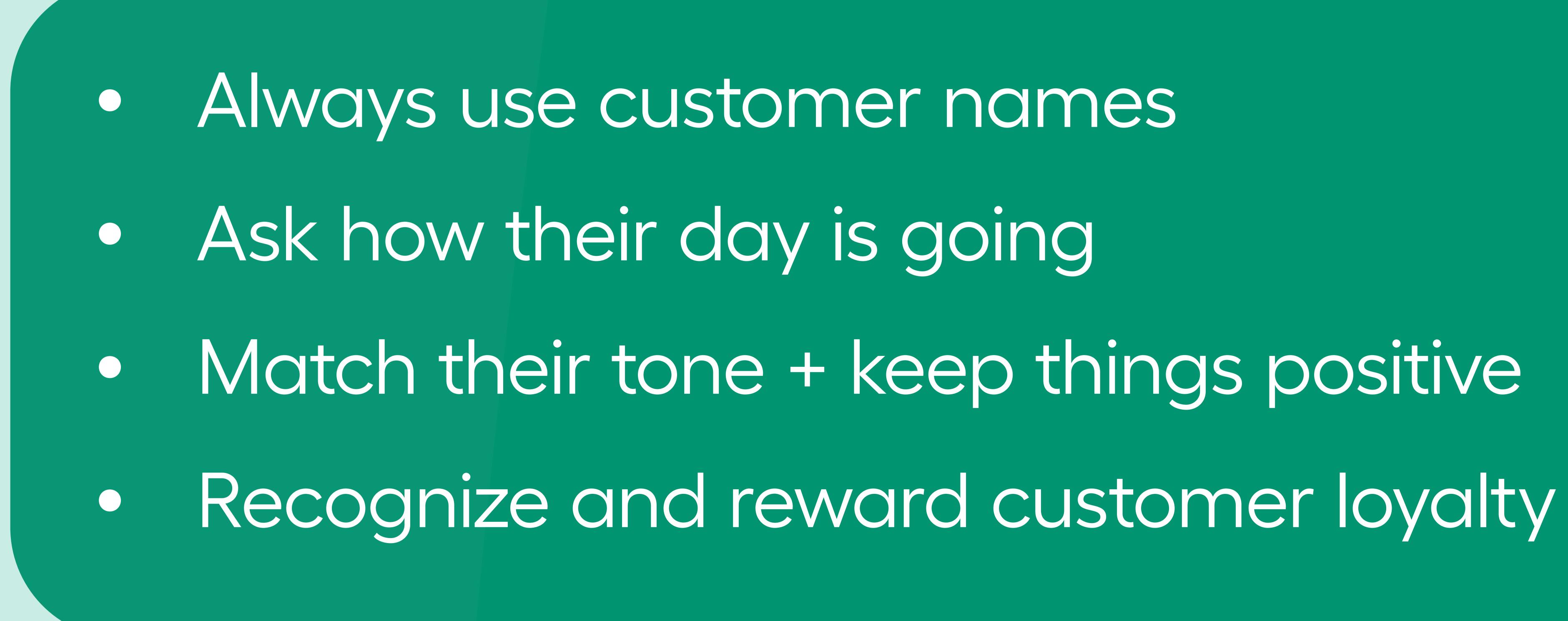
Incorporate personalization

When a customer needs support, the last thing they want to hear is a robotic canned response.

Take the time to personalize support interactions to go the extra mile.

Incorporate Personalization Easy Ways to Add Personalization







Pro tip: Use a cloud-based phone that integrates with your CRM so customer details are always on hand

Incorporate Personalization Create Thoughtful Automations



"Hey

looking for (business value). This will ensure (business outcome).

And in order for this to be successful, you'll need (capabilities).

As mentioned before, (metrics + decision process) guarantees that (cost of inaction) doesn't happen. I think (your product) is the perfect fit for you to achieve your goals. Let's organize a meeting with (person from your company) who will make sure your needs are met."

Just to align on our conversation earlier, you're



Sometimes, the key to bringing joy to your support interactions is focusing on your tone and how you're approaching the conversation.

Consider what channel you're using to communicate and how you can steer the conversation in a positive direction.

Focus on Tone the Channel in Mind





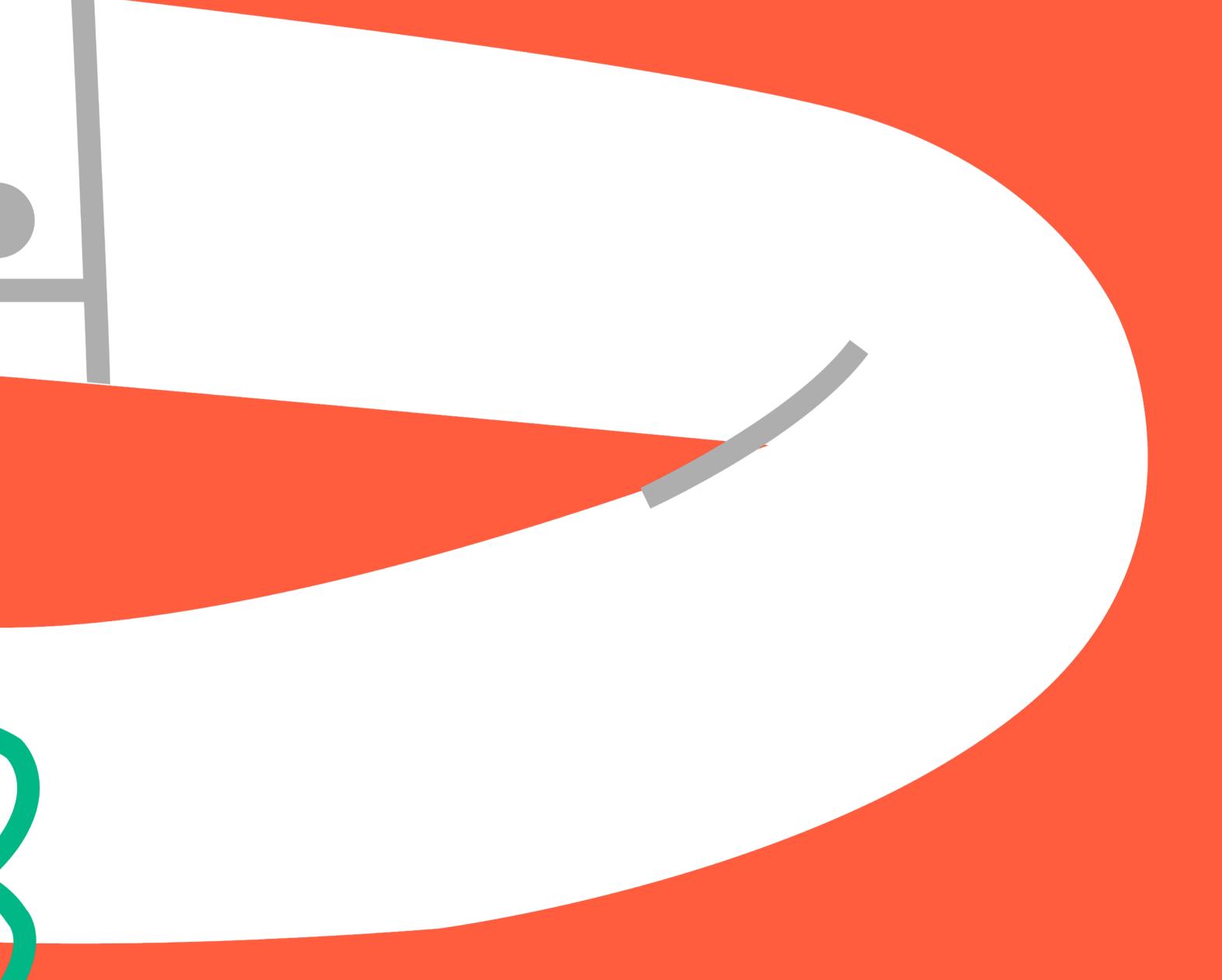
 When communicating via text or chat, tone can be lost Adjust your tone based on what channel you're using

Focus on Tone Lead with Positivity





Even if the customer is stressed, annoyed, or frustrated, try to de-escalate and and shift the conversation towards a more positive note.



Learn how Aircall can help your team reach their sales goals

aircall.io/signup



