

Why Your Business, Needs to Care About Customer Service



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THE IMPORTANCE OF EXCELLENT CUSTOMER SERVICE



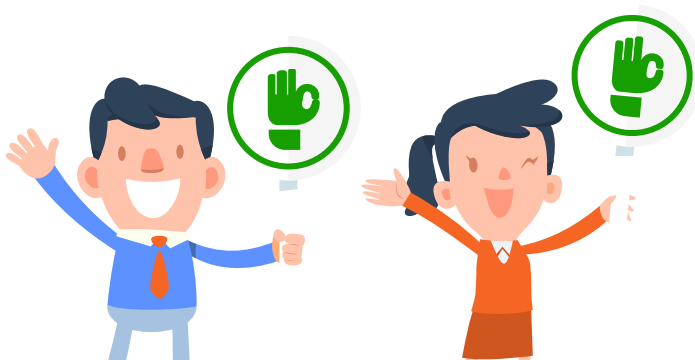
Traditionally customer service departments were seen as cost centers rather than as an essential part of the business. But now the tide is changing, and companies are seeing the immense and inherent value of customer service teams. To stand out in today's competitive market, you need to provide excellent customer service.



WELCOME!

01

GREAT SERVICE IS KEY



Providing great customer service needs to be a priority for your business.

Let's go through the reasons why it's essential to provide excellent service to your customers - especially in today's digital age.



REASON #1:

TO GAIN A COMPETITIVE ADVANTAGE

These days, the loyalty a customer has to your company no longer solely relies on your product or service - it's largely on the quality of your customer service. 70% of [buying experiences are based on how the customer feels they're being treated.](#)

One example of a company that has recognized the value of great customer support is millennial favorite Glossier. Instead of different departments operating in silos, the digitally-native beauty brand has fully integrated their customer service team within the company. Glossier knows the value that their customer service team brings to the business so the company regularly turns to them for input on product development and customer behavior, which has, in turn, led to improvements in the customer experience.

A consistently amazing customer service experience will turn customers into devout supporters - but of course, the opposite is also true.

“91% of unhappy customers will not willingly do business with you again.”

Lee Resources



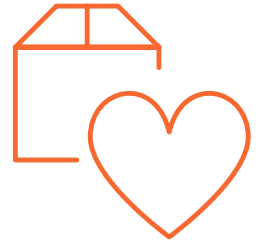
REASON #2: TO REDUCE COSTS

Research by Gallup states that [consumers with strong emotional connections to retailers will visit stores 32% more often and spend 46% more money.](#)

Strong customer loyalty and repeat business are rooted in an emotional foundation. Consumers repeatedly purchase from brands that they have a genuine emotional connection with. And in order to establish that strong bond, companies need to go above and beyond with their customer service.

“It is 6-7 times more expensive to acquire a new customer than it is to keep a current one.”

White House Office of Consumer Affairs



REASON #3: TO INCREASE REVENUE

Just as a repeat customer costs less to retain than the acquisition of a new customer, loyal customers can also help increase your revenue because they're more likely to refer business to you.

Before the social media boom, a customer complaint did not have a wide audience but now, if a customer has a bad experience with your brand, they can voice their discontent publically which will end up hurting your brand. 90% of [customers admit their buying decisions are influenced by online reviews](#).

The good news is that while a bad customer experience can have adverse side effects, a good experience can help your business. People are [four times more likely to make a purchase](#) when referred by a friend, and there is an 18% boost in loyalty from a referred customer.

And what compels people to refer businesses?
EXCELLENT CUSTOMER SERVICE.

Which brings us to the next section.

02

EXCEED EXPECTATIONS



It's not enough to provide customer service; you have to provide excellent customer service. And to do that you have to go above and beyond to exceed your customers' expectations.

But how?

There are three results after a customer interacts with your brand:



Expectations are not met: dissatisfied



Expectations met: satisfied but neutral



Expectations exceeded: amazed and delighted



To exceed customer expectations is what you should always aim for. Let's go back to our example of Glossier. In an article by Glossy that talks about how [Glossier's gTeam is changing the definition of customer service](#), they outline two instances where the Glossier team went above and beyond.

The first was when a bride had reached out about a sold out product that she wanted to use for her wedding. The Glossier team sprung into action and tracked down an unopened one that one of their own team members had and sent it to her for her big day.

The second was when a customer whose family had to evacuate due to the California fires and had commented saying Glossier's balm kept their skin hydrated in the dry air. The team stayed in contact with the customer and had a welcome package waiting for them when they returned home, including more of the balms.

These two examples illustrate how customers are not simply numbers and dollar signs to Glossier. The team truly cares about making someone's day and solving their problems, and it shows in their interactions.

At its core, excellent customer service means keeping it human, going above and beyond expectations to deliver an experience to the customer that will make them share their experience and sing your praises to others. It is the best way to retain customers, build relationships, and create loyal customers.

03

HAPPY AGENTS = HAPPY CUSTOMERS



We've talked a lot about keeping customers happy but to do that, you need to focus on keeping your agents happy first.

You can implement cutting-edge industry technology but your agents are still your most important asset. They can empathize with an irate customer, compose a useful knowledge base article, and document detailed notes. Here are some tips to keep your agents happy.



NURTURE YOUR TEAM

Customer service is a difficult job. Agents are deeply empathetic, have a comprehensive understanding of the business, are problem solvers, and communicate clearly - all skills that are a huge asset to your business.

Keep your agents in the loop about new technologies or product features. Have open discussions with your teams and make sure the environment is open and friendly. Empower them to do their jobs by providing them with fast support technology, properly outlined procedures, and training documentation - and then give them the autonomy to make each customer experience personal and keep it human.

This will enable your team to have authentic, genuine experiences with your customers.



ENCOURAGE FEEDBACK

Your customer service team is on the frontlines of your business every day. They hear every complaint, compliment, and comment that comes from your customers, which makes them a valuable resource of valuable information for how to improve your business.

Encourage your customer service team to actively voice patterns they see or suggestions they think are useful and then keep your agents informed of any progress made.



OFFER COMPETITIVE COMPENSATION

There are few companies that adequately compensate customer service agents. Think about what they do for a moment:



They are your direct link to your customer



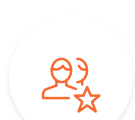
They resolve customer issues and complaints



They deepen customer relationships for your business



They pinpoint potential problems for your business



They win over customers and keep them loyal to your product or service

A competitive compensation plan is an important part of keeping your agents happy.



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