How to Supercharge your Customer Service Strategy

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Supercharge the business and its practices

• Who Cares?
  - Why should we Care?
  - Why do we Care?

• The Online Experience
  - User Journey
  - Advocates
  - Appeal to the Individual

• Customer Service Culture
  - Share your values
  - Invest for their future
  - Educate
Why Care About Service?

• 78% of customers abandon a transaction if the customer experience is poor
• 51% never use a company again after 1 bad customer experience
• Poor Service = time wasting and lack of understanding
• Great service = Availability and Empathy
• Result = Balance of Trust – the stronger it is the more successful you are 😊
• Consumers will spend 17% more with companies that deliver excellent service
  (Millennials = 21% extra for great customer care)
Our Chemical Diet for Caring!

Our bodies need it more than our wallets need the cash!
Behaviour = brain function
Neuro-hormones in our CNS
50 different types at work at any time
We are all hormonal all the time!

Dopamine – ‘reward hormone’
Movement, learning, attention and emotion
Lack of dopamine
= brain becomes bored
= impatience

Serotonin – ‘happy hormone’
Mood and social behaviour
Our perceived resourcefulness:
• Ability to get food
• Likelihood of buying an item

Oxytocin – ‘love hormone’
Empathy, generosity and orgasm
Underlies trust:
• Bonds with similar characteristics
• Prejudice against different
We’re driven by an irrational brain:
- 33,000 decisions every day, 5% are rational!
- 31,350 decisions for you to influence!

**Dopamine** = a half second delay means a 20% drop in traffic and a 7% drop in conversion

**Serotonin** = authorship and live chat remain important social signals – increase dwell time

**Oxytocin** = Repeat custom comes from community driven brands

“The single most important thing is to make people happy. If you are making people happy, as a side effect, they will be happy to open up their wallets and pay you.”

Derek Sivers, Founder, CD Baby
Customer Journey – Why Speed Matters

Availability

66% of adults feel that valuing their time is the most important thing a website can do

Make the start and finish as fast as possible

B2B - lack of speed is twice as damaging as price

64% find customer experience more important than price

Consider speed in all aspects:
Network, Compute, Code, UI/UX – friction free
Customer Journey – Why Empathy Matters

Empathy

Feeling unappreciated is the #1 reason customers switch away from products and services

Customer satisfaction ratings for live chat are highest of all support channels - speed and conversational nature
Expectations for response - average wait is 45 seconds

Social engagement is key to community building

Increasing customer retention by 5% increases profits by at least 25%
Proven ROI in turning customers into advocates

“We take most of the money for paid advertising and instead put it back into the customer experience. Then we let the customers be our marketing.”
Tony Hsieh, Founder and CEO of Zappos

Review sites – marketing is no longer a one way conversation
The masses are conversing with one another and they are opinionated!

“As a business owner, I care most about the 1,2,3 star reviews – this is where the room for improvement is.”
John Woodall, Founder and CEO of Space48

Blending social media for the good times and the bad
Personal touch in a virtual environment

84% received a response or resolution when using social media for customer complaints
Virtual Reality
Sensory – Nostalgia - Pseudo-endowment

Selling big ticket items online

Audi VR from showroom to bedroom

Machine Learning
9/10 business leaders mention conversational bots/chatbots as one of the top items on the technology agenda for the next year

“Making suggestions and intelligent sales decisions is about relevance, not annoying people but engaging them. Machine learning tools to recommend live products previously bought at the right time in the customer journey could replace a ‘live’ live chat!”
Dan Cluderay, Founder of Approved Food
Age of Personalisation and Relevance

Poor communication is unforgivable

Bespoke communication is easy and effective - Hit the right note before you begin to speak

Older = Email and phone
Younger = SMS, Chat and apps/social
Onsite for marketing and problem solving = Live chat

Automation of information – knowledge bases

Follow up:
Abandoned cart emails
Remarketing
Feedback forms
57% of consumers willingly share personal data with companies that promise to send personalised offers and discounts.

GDPR places focus on consent and relevance.

Single stream - 69% demand consistent service on and offline.

Customers:
- Communicate across more channels than ever before.
- Expect to reach a real person via a website, social media or the phone.

Your database is your lifeblood - being responsive and holding the data for these requests is critical!
Culture: People should be at the heart of all we do.
Supporting your customers

“In an era when companies see online support as a way to shield themselves from ‘costly’ interactions with their customers, it’s time to consider an entirely different approach: Build human-centric customer service through great people and clever technology. Know your customers. Humanize them. Humanize yourself. It’s worth it.”
Kristin Smaby, “Being Human is Good Business”

75% of customers believe it takes too long to reach a live agent

Dedicated support Pods act as extension of clients’ IT departments.
Account managers and technical specialists, clients get straight through to someone who knows them and their solution, saving both time and stress

- Time is precious
- 3 Rings
- Think small!
- Responsibility and ownership = engagement
Measure to Improve

Challenge yourself to give *industry-beating* service

*UKFAST NPS* +83.91

- **4.8 out of 5** - the average rating our clients gave our completed tickets
- **33,440** calls taken by our support team from clients
- **6,909 hours** - 36 minutes 44 seconds spent supporting our clients on calls
- **96%** - of our customers rate their satisfaction as good or very good

Publish your score – prove your effort

*The average NPS score you gave us in 2017* 82.6
Reinvest for your customers

Offer end to end service to customers
- Take control of a crucial service
- High value low cost (long term!)
- Neutralise a significant cost
- Measure and improve experience

Security key to customers’ success – ever-increasing rise of cyber attacks
- Enhanced defensive security to protect clients
- Penetration testing and vulnerability assessments
- Forensic diagnostics and data recovery
Innovate for your customers

Implementing new technology is a great way to improve your customer service

**DevOps**
- in-house development of products that help clients grow – DDoSX

**Focus on Platforms**
- Magento Stack, Shopware, DAAS – blend our service with their needs

**Ownership** of the curve
- Own and control the primary sources – make the buck stop with you!
Teaching self-reliance through technology is an important part of great customer assistance.

Classroom **training** with recognised qualifications

Topical advice with regular **whitepapers, newsletters** and **blogs**

Weekly **webinars**

**Roundtables** & focus groups

**Events:**
- eCommerce UK Live!
- Unlocked Events
- Cloud UK Live
Any questions?

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