

# Zes tips voor de klantenservice in het digitale tijdperk

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De ene klantenservice is de andere niet. In de Verenigde Staten valt de klantenservice van Zappos vaak in de prijzen, waar in ons land Coolblue veelvuldig geroemd wordt. Maar er zijn ook genoeg retailers die hun klantenservice een stuk minder goed voor elkaar hebben. Een beperkte bereikbaarheid, trage reacties en slechte robotassistenten: klanten delen hun slechte ervaringen maar wat graag in dit digitale tijdperk. Klantenservicespecialist Provide Support heeft daarom zes manieren om de service te verbeteren onder elkaar gezet.



## 6 TIPS TO IMPROVE CUSTOMER SERVICE IN DIGITAL AGE



### 1 MAKE YOUR BUSINESS MORE RESPONSIVE



81% of consumers admit that it is frustrating dealing with a company that does not make it easy to do business with them (Accenture)

- Publish up to date information
- Offer your customers omni-channel customer service
- Do your best to assist your customers proactively



### 2 LET YOUR CUSTOMERS KNOW WHAT'S HAPPENING



55% say easy access to information and support can make them fall in love with a brand (RightNow)

- Add news page to your website
- Notify your customers about your updates on social media
- Send regular newsletters



### 3 LISTEN TO YOUR CUSTOMERS



Just 3% of people think organizations listen to them enough, 61% feel they are listened to "sometimes", 36% say organizations never listen to them (Thomson and First Choice survey)

- Add customer feedback form to your website
- Respond to customers' complaints
- React on customers' messages in social media



### 4 HANDLE CUSTOMER SERVICE ON SOCIAL MEDIA



56% of consumers say they have a more favorable view of those brands and organizations that respond to their customers on social media (2015 Global State of Multichannel Customer Service Report)

- Choose the best social media platforms for your business
- Monitor mentions on social media
- Always be friendly with your customers



### 5 OFFER SUPERIOR CUSTOMER SERVICE



70% of buying experiences are based on how the customer feels they are being treated (McKinsey)

- Provide fast response to queries posted through social media
- Notify your customers when your customer service line is available
- Create a team of customer advocates



### 6 HUMANIZE YOUR BRAND



83% of U.S. consumers prefer dealing with human beings over digital channels to solve customer services issues and get advice (77%) (Accenture)

- Engage in conversations
- Make your brand's tone personal and engaging
- Apologize and say 'thank you' when necessary



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