**Televerde**

EBOOK

# Is Customer Care the New Customer Service?

Today, customer service means customer care, and it's evolving to include many aspects of the customer experience. Both individuals and organizations are feeling the shift, and for those who respond reactively instead of proactively, adapting to the changes are painful.

Companies are dealing with the highest volume of customer calls they've ever experienced. Longer hold times when scheduling appointments, hassle-filled returns, days spent waiting for responses on product questions, delayed shipping of products are only some of the common issues customers are now facing.

Because of experiences like these, buyers are moving to brands that do a better job of making their lives easier. In their future of CX report, PwC surveyed 15,000 consumers and found that 1 in 3 customers will leave a brand they love after just one bad experience.

**Where do you start?**

## First, let's go over the main differences between customer service and customer care:

### Customer Service

- Focuses more on assisting customers, providing product knowledge, and resolving customer issues.

- Is reactive. When a customer isn't satisfied with something, they go to customer service.

**vs.**

### Customer Care

- **Places greater importance on how customers feel** after each interaction with your organization.

- **Is proactive.** It's a holistic approach that works toward the goal of creating an excellent experience at every stage of the customer lifecycle.

# 1 in 3

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*Source: Future of CX Report, PwC*

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A bad customer experience can be detrimental to your organization. You can't let the pressure of the pandemic slow you down or hinder your ability to provide the best care to your customers. Today, the customer experience is a major competitive advantage. It's time to take your customer service to the next level.

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# Is Customer Care the New Customer Service?

## There are many services that fall under customer care. Let's look:

**Partner Help Desk Support**
This is the type of support where your agents will help your channel partners with technical needs and questions.

**Customer Support**
Fills the need for a variety of end-user customer inquiries, including questions, complaints, etc.

**Tech Support**
Responding to users' tech-related questions.

**Online Order Fulfillment**
Responding to customers who are ordering products from a company's website.

**Call Routing**
Routing a variety of calls, including but not limited to sales-related, service-related, etc.

**Customer Onboarding**
Assisting new customers to onboard by guiding them along the journey.

**Lead Qualification**
Qualifying inbound leads from website, chat, toll-free calls and routing them or dispositioning them in a client's system.

Before you can improve your customer care strategy you need to analyze how well you're currently doing. To do this, you need to understand the proper ways to measure your customer care strategy. In doing so, you'll be able to identify any gaps and address them quickly and efficiently.

**Use these five key metrics to analyze how well you're doing at truly delighting your customers.**

**1** **Net Promoter Score (NPS)**
This determines how likely a customer is to recommend your brand.

**2** **Customer Satisfaction Score**
This score shows how satisfied your customers are with their overall experience with your brand.

**3** **Customer Retention**
How likely is a customer to remain loyal to your brand?

**4** **Abandonment Rate**
Those long wait times? How many of your customers are hanging up before they speak with one of your agents?

**5** **Average Response Time**
How quickly are your agents able to help your customers?

So you've taken a good, hard look at where you stand in the realm of top-notch customer care and you see areas of improvement. What can you do to move your organization from a customer service model to a customer care model?

**Here are some of the best tactics to implement to make the biggest impact on the way you help customers:**

# 1 | Be Proactive

Don't wait for queues to pile up and customer complaints to roll in before you make a change. Talk with your agents about what they are experiencing on the front lines.

Ask them what they are hearing form customers. In doing so, you'll be able to identify your customers most pressing challenges and how to solve them.

# 2 | Think Beyond Problem Solving

If up to this point you've been focusing your customer care strategy more around resolving customer issues, shift your perspective to other needs they may have. Do you have processes in place to onboard customers? Do you have the right technology to monitor call volume, abandonment rates, response rates, and the key indicators that your agents are giving each customer the attention they deserve?

## 3 | Anticipate Customer Needs

Gather your team for a brainstorming session and map out your customer lifecycle. Identify what their needs could be at each touchpoint. Stand-out brands are the ones that give customers what they didn't even know they wanted. Are you missing out on valuable interactions to educate customers on common product knowledge before they need to reach out to your agents? Does your website have a robust section dedicated to customer questions, concerns, and needs or are you still relying on a basic FAQs page? You already have so much valuable information on your customers. When you meet with your team, you can use this data goldmine to better understand your customers and shape your strategy.

## 4 | Upskill Your Team

Does your team have the proper training to assist customers quickly and efficiently? Have you updated these processes since the start of the pandemic? A skilled team is the best way to set your customers up for positive interactions with your brand. Your agents need to be consistent in the way they are supporting customers. Talk with them about what they feel would help them do their job better. The simple act of asking them what they need and providing it to them will translate into better agent/customer interactions. They should be so knowledgeable about your product or solution that they are empowered to easily solve customer challenges in a way that makes customers lifetime fans of your brand.

# Choosing a Customer Care Partner that Works for You

Customer care is the new customer service. By taking the time to develop a robust customer care strategy, you'll improve your overall customer experience. You'll also give your teams time back in their work days, allowing them to focus on the strategic areas of the business. With some thoughtful tweaks to your strategy, you'll be able to make the necessary changes to show your customers their satisfaction is part of your business. Once you transform your strategy to be centered around customer care, you'll give your customers the type of experience that leaves them wanting to sing your praises and keeps them coming back.

**Get in touch with us today.**

# About Televerde

Phoenix-based Televerde is the first and only fully integrated sales and marketing technology organization with a proven execution model for generating demand and accelerating sales. The company combines end-to-end sales and marketing solutions to drive engagement, pipeline, and revenue for the world's leading B2B companies including SAP, Adobe-Marketo, and Pulse Secure. Since the company began in 1995, Televerde has generated more than $10B in revenue for its clients.

A purpose-built company, Televerde believes in second chance employment and strives to help disempowered people find their voice and reach their human potential. Seven of Televerde's 10 engagement centers are staffed by incarcerated women, representing 70 percent of the company's 600+ global workforce. The success of this model was documented in a recent study by the Arizona State University Seidman Research Institute. The results reveal that participants of Televerde's program go on to attain employment, earnings, and education at higher rates and reoffend at significantly lower rates than other formerly incarcerated females in the United States. The full study can be accessed here.

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