

# THE FUTURE OF CONTACT CENTERS IS PROACTIVE CUSTOMER SERVICE

***"It's necessary to analyse and understand the specific needs and preferences of every single client, proactively offering the right service at the right time."***

## Introduction

Consumers have become demanding in terms of the quality of services received; indeed, they expect more than a simple toll-free number or an email address.

Expectations therefore turn to the possibility of being able to interact real-time with an agent through a chat or by choosing the most convenient time to be contacted back (using for example a Callback option).

The power balanced between companies and customers has been turned upside down: the interaction procedures between company and consumer do not follow a vertical logic anymore, but a horizontal one, that sees consumers themselves, for the first time, at the same level as the company.

## Definition

Interaction with customer service has become the aspect that consumers value the most and pay most attention to. According to research conducted by Defaqto, around 55% of customers

would spend more to receive excellent customer service.

Evolution of web technology from simple, informative company websites to the full-on platforms of today has been backed by the implementation of new solutions that support them to increase sales and better their customer service.

Companies that manage to anticipate the expectations and demands of customers will have greater success when compared to the ones that have slower answer times. Reacting to problems after they have happened usually costs more than dealing with them in advance. This principle applies perfectly to customer service.

Making a client a faithful customer today has become essential, but it is a hard process that requires a constant communication flow: web users expect fast answers, improved offers and customised services.

To build unique relations with its own representatives, the company must be able to always monitor and improve the user experience, by offering proactive support to those visitors that cannot find answers by themselves within the company website, both about commerce or purely informative.



attitude towards proactive engagement, 35% of respondents will see it positively, an additional 20% will increase their buying attitude if offered live support. Only 2% will be disappointed by the support offer and leave the site.

Best practices in engagement rules are important: when done right proactive engagement can boost online sales thanks to a significant increase in the conversion rate, while improving customer satisfaction, retention and loyalty.

## Conclusions

Customer service plays an important role in the customer journey by working with buyers to ensure purchase satisfaction and to preserve positive brand relationships by resolving concerns or complaints.

A well-developed proactive engagement strategy uses business rules to identify hot prospects or high value customers, as well as the ensuing strategy and the most appropriate way to make the engagement feel personalised.

With proactivity, customer care is no longer confined to post-sales support, rather, like in a real high-street shop, it can guide and support customers during the entire selling process. Offering the customer the right answer at the right moment is a key intangible asset when it comes to closing a potential sale that otherwise might have been lost.

## Proactive capabilities

While reactive chat is more typically applied to customer support goals, proactive contact is useful for improving service or segmented service to high-value customers.

The appeal of proactive capabilities is the potential to assist companies in achieving many business goals such as:

### - Increased average order values

By offering customers live assistance just as they need it, companies can increase conversion rates and average order values.

### - Reduction of abandonment on product or sales pages

One of the most frustrating metrics is application or cart abandonment. Proactive engagement services have proven to reduce those abandonment rates.

### - Customer service cost reductions

Although reactive support is more commonly thought of as a customer service channel, proactive capabilities can also be a useful tool to deflect calls from call centers into a chat environment where concurrent sessions can reduce costs.

### - Sales of high-touch products

It may seem intuitive that proactive support services will not effectively drive sales for high-consideration products, but that is not the case.

## Proactive engagement scares visitors?

What happens when you walk into a store and a clerk politely offers help to find the product that best suits your needs? Do you get scared and run away? Probably not.

Contrary to popular belief, customers have a very positive