

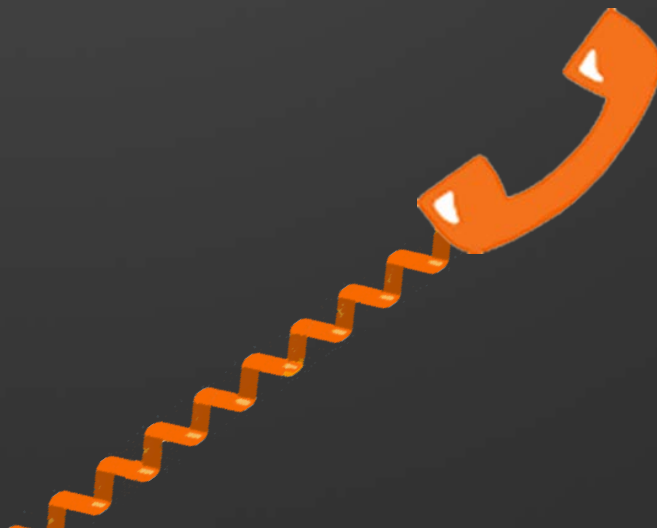
Why Customers call

And how you can simplify that experience putting you ahead of your competition.



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1. They have a Question

Obvious right?

No matter how detailed your website is, there will always be questions.

The only way that you can cover all your bases is by providing a phone number. By doing so customers can obtain one-on-one answers to questions they have.

**Take away:
Make your
phone system
menu easy to
navigate and
provide a zero
out option.
Always make
it easy to talk
to a human.**



2. It's Faster

Already on it!

Think about all the steps it takes to do something digitally. Even if self-service is an option, usually it is quicker to make a phone call.

We can all resonate with trying to purchase something and not remembering your password... add 5 minutes...

**Take away:
Always begin a menu with a indicator that your caller has reached your business.
Then keep the next wording as short and concise as possible.**

Time out - Does your System...



Clearly identify that the caller has reached your business?



Allow for a Zero Out option?



Provide menu choices in as few words as possible?



Route the caller to a human?



3. Confirming Information

Absolutely...

With so many sources of information these days, it is difficult to keep information consistent. Often a customer calls to validate an inconsistency they saw.

Maybe your website said you were out of stock or perhaps they were wondering if your hours listed were accurate? In all cases, they want to validate information.

**Take away:
Provide menu
options with
choices like
hours of
operation,
location and
general info.**



4. We have a Problem

I need...

This one speaks for itself, no matter how good a company performs, there is always going to be a time where someone needs to call you to resolve a problem.

Your customer service and reputation will always be measured by that ability to resolve the problem.

Take away:
Make sure your staff has the tools to help.
IM and presence helps escalation to internal resources for faster answers.



5. Looking for a status

Update **me**...

This one pertains to a second point of contact. The customer has already reached out in some way or form and now wants to know when that expectation will be fulfilled.

When can I expect...

Take away:
Use your
calling line ID
together with
your CRM to
identify the
caller when
possible.
Making
status
updates easy.

Putting it **all together**...

Once you have evaluated the experience you are providing for the customer that calls you;

- Verify that the experience is **consistent** during business hours and non-business hours
- Periodically **test** your system out
- **Challenge** your staff and see how quickly and efficiently they handle customer interactions
- Consistently find new ways to **improve**