3 ways to
Provide Better Customer Experiences
during times of disruption

Reinforce Your Relationship

Companies that provide an emotional connection with customers outperform the sales growth of their competitors by 85%. (Forbes)

- Show you care by making outreach personal.

- Offer longer or more frequent check-ins with customers to brainstorm and troubleshoot.

- Try using video-conferencing tools to create an in-person connection.

Be Proactive

A 2% increase in customer retention is the same to profits as cutting costs by 10%. (Forbes)

- To reduce churn, be prepared with opportunities to help your customers.
  - Free trials, promotional offers, payment plans, etc.

- Stay ahead of new developments surrounding the crisis and communicate those changes quickly and effectively.

- Try to respond within 24-48 hours, and if possible, guide customers to self-starter resources like FAQs or chatbots.

Use Data to Guide What's Next

70% of marketers said they expect to use more online data in the next two years. (Forbes)

- Utilize your CX data to analyze your customer journey and better understand their pain points.

- Look for trends in sentiment, engagement, and common customer service questions to make small operational changes.

- Work with marketing teams to create online resources that service these pain points.