

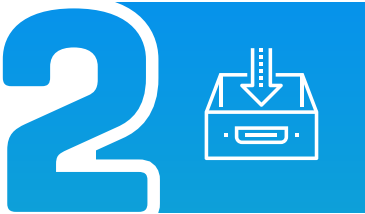


7 Customer Service Principles of Success



Be transparent

Maintain trust by your senior leaders explaining how the crisis has affected the organization and what your company is specifically doing to serve your customers



Latest info

Update a single source of information on all customer-impacting topics as needed, and provide the link to reps and customers in communications, email signatures, etc.



Be proactive

Reaching out on the web, in the app, in texts/emails, or when customers are on hold, with specifics on “how to” and “what to expect” information, and links to the “Latest Info” page will reduce customer stress and curb inbound contacts



Appeal to the cause

Encourage customers to select out of assisted channels if their matter is not urgent and publish and celebrate the increase in self-service usage



Empower customers

Publish your average wait times by channel onto your web page and apps to help customers choose the right channel and time to contact you



Play the long game

Companies who shoulder the burden around late fees, penalties for missed payments, etc., will engender loyalty and win in the long run; those who don't will suffer churn



Be empathetic

Speed without empathy won't win the day. Once a customer contacts you, check on them first and share in their experience