

Proactively engage with your customers

To create a Customer Centric Enterprise

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Proactive Customer Engagement

WHY BE REACTIVE WHEN YOU CAN BE PROACTIVE?

Waiting for your customers to contact you and only servicing them when they do is unproductive, unpredictable and creates issues with managing resources through peaks and troughs of traffic.

Typically the relationship with your customers involves a series of events over time. Some of these events are customer driven, such as new purchases or requests for support. These events in turn initiate processes in your organisation, which trigger further events - product shipping, billing or issue resolution for example. Other events may be triggered by your organisation, such as contract renewals, appointments, and service outages. Some of these events are unpredictable in their nature but many are not and it is these that provide the opportunity for you to be proactive in your customer engagement.

Proactive Customer Engagement covers four main areas –

- Keeping the customer informed
- Anticipating need
- Complementing self-service
- Maximising operational productivity

KEEPING THE CUSTOMER INFORMED

Many organisations find that a significant proportion of incoming customer contacts are as a consequence of failing to keep their customers informed.

When handling complex requests from customers, which may take several days, weeks or even months, it is only natural that customers will chase you for updates on progress. Pre-empting these chasing contacts and heading them off can reduce unnecessary traffic into your organisation, saving money and improving customer satisfaction.

Keeping the customer informed also includes reminding them of future events. Appointments, renewals, updates etc, all have implications to you as a business if missed by the customer. By proactively informing the customer of the event you will have a significant impact on uptake, which as a minimum creates a better customer experience and, more likely, will have a significant impact on your bottom line.

Enghouse Interactive's solutions can tightly integrate to your customer management and transactional systems, ensuring your customers are kept fully informed. By reaching out to them proactively you can avoid unplanned and unnecessary contact, allowing you to better manage resource utilisation and, at the same time, provide exceptional levels of service. Proactive contact can also leverage SMS, Email and automated voice messages, removing the need for an advisor to be tied up contacting the customer.

COMPLEMENTING SELF-SERVICE

In addition to proactively updating customers, Enghouse Interactive's solutions can intercept incoming interactions, predicting the most likely reason for the contact and responding accordingly. For example, a customer with an existing service request, who calls into to the contact centre, can be intercepted with a message asking if they are calling for an update on their issue. If they are, then the update can be provided automatically by the IVR, playing them an automated message and avoiding the need for the customer to speak to an advisor.

Proactive customer engagement spans all channels and media types, complementing web self-service particularly well. By monitoring activity and behaviour on your web site, for example in a knowledge base or FAQ area, customers can be proactively offered further assistance through web chat. Keeping the customer interacting through the web will avoid them picking up the phone and allows them to continue to self-serve once they have finished interacting with an advisor. Customers that are wavering over a potential purchase can be offered a chat or call back to assist with that final purchasing decision, improving closure rates significantly.

MAXIMISING OPERATIONAL PRODUCTIVITY

Proactive customer engagement is not only about your customers, it affects your customer strategy operationally. Effectively managing the balance between understaffing and overstaffing can dramatically eliminate agent downtime and improve efficiency. Agent productivity could be increased by as much as 200%, using advanced dialling algorithms; thereby agents will spend less time dialling, and more time calling and speaking to customers.

In Summary, Enghouse Interactive solutions allow you to stay one step ahead of your customers. Pre-empting their needs ensures high quality service and low customer effort, leading to more satisfied, loyal and profitable customers. Through proactive customer engagement you will deliver the third pillar to support your Customer Centric Enterprise

About Enghouse Interactive

Enghouse Interactive develops and supplies the widest range of customer contact solutions on the market through an extensive network of value-added partners. Enghouse Interactive's integrated suite of solutions includes multi-channel contact centre, self-service, attendant operator consoles and workforce optimisation. These solutions enable organisations to classify and respond to customers in the way that they want: quickly, efficiently and successfully, with minimal effort.