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10th Anniversary

Session 104

Innovative Approaches to Self Service

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Innovative Approaches to Self Service

Moderator:
Lori Bocklund
Panelists:

Jacqueline Anderson   Scott Hickey   Justin Lemrow

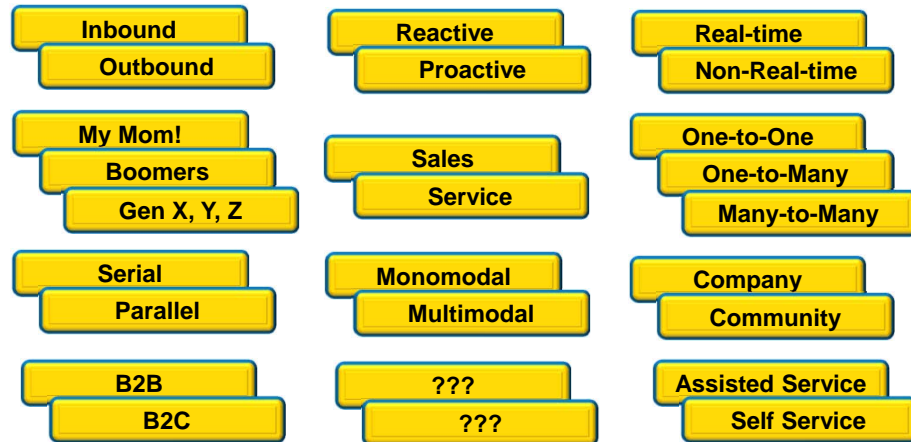J.D. POWER
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Goals and Objectives for This Session

- ⚠ A "Rapid Fire" format to share LOTS of fun ideas!
- ⚠ Focus on **Self Service**
- ⚠ Think *innovation*
    - What is changing with customer interactions to rock their world
- ⚠ We'll cover various contact channels and the triggers that influence them
- ⚠ Get interactive!
    - We have ideas, but want to hear yours
    - These charts are a "takeaway" but the discussion is what it's all about

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We've Never Had More Ways to Connect Or to Self Serve…

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And There are Many Dimensions To Today's Customer Interactions

Inbound	Reactive	Real-time
Outbound	Proactive	Non-Real-time

My Mom!		One-to-One
Boomers	Sales	One-to-Many
Gen X, Y, Z	Service	Many-to-Many

| Serial | Monomodal | Company |
| Parallel | Multimodal | Community |

| B2B | ??? | Assisted Service |
| B2C | ??? | Self Service |

All Enabled by Technology To Support: Identifying/Verifying, Routing, Handling, Reporting, Integrating, Channel Crossing, etc.

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Ideas from Scott Hickey

Voice Channel
- Use IVR Credit Card Processing – send customer to IVR to speak credit card details; once verified, return call to agent to continue (agent has had no access to any of the customer card details)
- Offer IVR Auto Repair Status Enquiries

Email Channel
- Send pro-active emails informing customer of repair status through whole repair life-cycle
- If logistics are involved, send tracking number via email to customer

Mobile/SMS/Text
- Build out Mobile App functions – it will replace IVR within the next 5 years
- Send proactive SMS informing customer of repair status through whole repair life-cycle
- If logistics are involved, send tracking number via SMS to customer

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Ideas from Scott Hickey

Video
- Add call-to action link to ecommerce pages, for example, to purchase accessories
- Create libraries of How-to videos
- Add link to videos in email communication
- Create processes to tap User Generated Content:
  - Call out for specific UGC
  - Enable users to easily upload their own videos for pre-approval
  - Then create a special video channel that showcases UG videos
- Offer Self-Repair Videos to save customer time and cost

Social Media
- Use the Online Community to have users-help-users, build customer advocates via Super User ranking and reputation scores
  - Company only responds to process/policy issues
- Use company knowledgebase and community content search to return answers within a social media (e.g., Facebook) post

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Ideas from Scott Hickey

Cross Channel
- Use Interactive Online Graphical Guides/FAQs that include interactive elements that offer more info/data based on customer selection
- Offer chat or call me back option from mobile, social, or other interaction
- Pop proactive chat based on web session parameters such as duration on page, number of articles reviewed
- Confirm next steps sent as SMS after other contact (re-assures customer)

Other
- Offer online Self-Diagnostic Tools
- Offer online graphical FAQs– less text, more images, easier for customer to see in one glance, optimized for mobile devices

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Ideas from Justin Lemrow

Innovative Approaches to IVR

- Research: Start with a plan to mine IVR data and identify where customers are spending the most time
- Personalize: Track each interaction and blend with customer info to personalize future communications
- Ensure channel consistency: Link the IVR to other service channels for a cohesive service experience
- Anticipate needs: Anticipate needs to enhance the likelihood that a customer is going to self-serve
- Remove the fluff: Remove clutter from the IVR system
- Don't make the "0" so obvious: Help customers make selections that will help them get to the right place if they need assistance
- Treat your IVR like an automated agent: Do not hold your IVR to a higher standard
- Make authentication simple: Without sacrificing security, make authentication as simple and quick as possible; use intrinsic information wherever possible
- Set an automation target: Set a realistic improvement goal
- Don't automate everything: A successful contact center is comprised of a number of channels, none of which would survive on its own

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Ideas from Justin Lemrow

IVR Optimization/Continuous Improvement

- Don't "set it and forget it": Measure the effectiveness of self-service and collect the data necessary to make incremental improvements on a regular basis; a well-oiled solution can lead to higher success rates, lower costs and increased customer satisfaction
- Use continuous improvement: Set guidelines/ benchmarks and mine data to compare consumer sentiments and determine customer satisfaction

IVR Data/Analytics

- Use data to better tailor the IVR experience based on past customer behavior; questions to ask and answer:
  - What are the top five goals your customer wants to accomplish in the IVR?
  - What success metrics do you define in the IVR?
  - Can you compare metrics from other channels (web, agents)?
  - How quickly does your fastest customer navigate your IVR? The slowest?
  - What points cause the most difficulty, and when do customers opt out?

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Ideas from Jaqueline Anderson

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Social Media

- Our recent study showed that consumers (especially younger ones) are more likely to turn to a company's owned social sites for servicing than for general interaction (marketing)
- The most important attributes in driving customer satisfaction vary by industry, so explore yours; examples:
  - Auto: Representative knowledge
  - Utilities: Promptness in responding
- Take a customer-centric approach: If you are not prepared to launch a full social service offering, at least respond to consumers who are contacting you, providing them with information on how you can be reached
- Share information among social service and regular service reps so that customers who start an engagement on social media and cross channels don't have to start all over again

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Thanks for coming and participating!

If you have other questions or comments on this topic, feel free to contact us

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