Proactive Chat for Customer Service

The Consumer Growth in Digital Customer Service
Today, billions of global internet users are driving growth in digital customer service, support and sales interactions. These customers are looking to connect and chat on the Web to get help from and resolve issues with the companies from whom they purchase products and services.

To stay competitive, your business needs to provide more responsiveness and more multi-channel support in Customer Service over the Web than ever before.

Customer Service Has a Direct Impact on Your Corporate Bottom Line
The dangers of negative word-of-mouth have been greatly amplified by the Internet and the power of social networks. Depending on the industry, each time a bad customer experience occurs, the affected customer is likely to tell between five and 10 people they know.

Even more worrying, research shows that as many as 50% of your customers may actually be experiencing problems, even though you may hear from only five percent of them. This means that for every 100 customer interactions, as many as 50 have problems, and only two or three will report them for resolution – clearly highlighting the need to proactively engage the bulk of customers with issues to be resolved.

Customer loyalty varies from one industry to another but research shows that there is typically a 25% drop in loyalty among customers who experience a problem. But, if you can deliver the right response at the right moment, it is possible to have a more loyal customer afterwards than you had before they experienced the issue.

Understanding Behaviors Has Become a Challenge
To stay competitive, you need to understand your consumers’ behavior, including:

• Which sites they have visited
• What channels they used to search for information or assistance on products and services
• When and how to effectively engage with these consumers

Think of the many seemingly random events and behaviors that occur on a website. How can these actions be mapped to a customer service strategy? People enter and leave, sit on a page, search, download content, read reviews, etc. Without understanding the consumer’s behavior, you lose the opportunity to create a differentiated customer experience. For many companies, websites today are full of wasted opportunities to create meaningful engagements with customers.

The Cross-channel Environment is an Incredible Opportunity
Improving customer assistance in a cross-channel environment is an incredible opportunity. In order to capitalize on it, however, you must identify and take action at the moment of opportunity within each customer experience. This requires the right representatives to engage at the right time, with the right message to intercept a customer and offer assistance.

“When it comes to service, companies create loyal customers primarily by helping them to solve their problems quickly and easily. Armed with this understanding, we can fundamentally change the emphasis of customer service interactions.”
HBR – “Stop trying to delight your customers” by Matthew Dixon, Karen Freeman, Nicolas Toman.
Legacy solutions are usually not appropriate for this because they lack customer engagement intelligence. On some websites, chat windows pop up constantly without any apparent rhyme or reason. This is often seen as more of an annoyance than an attempt to create a meaningful conversation. Furthermore, a customer willing to accept the chat invitation may be met with a “please hold for an agent” or a “try again later” message.

**Genesys Proactive Chat for Customer Service**

Genesys offers an effective solution to track customer actions across channels, manage an excellent customer experience, and leverage the moment of opportunity, delivering the ultimate customer service experience.

The Genesys Proactive Chat for Customer Service Solution makes it significantly easier to manage a customer conversation that may stretch across time and multiple touchpoints. It does this by providing a business management environment to make engagement decisions based on customer context, at the right moment and with the right representative.
Assist Your Customers in Real Time:
• Monitor web visitors through a sophisticated capability that utilizes their behavior to determine whether they need to be engaged or not
• Manage invitations easily with complete control over what triggers the invitation or how it is displayed
• Provide real-time updates to your customer service agents on the customers’ current web session and past sessions to ensure best conditions for unparalleled assistance

Reduce Customer Effort and Improve Customer Experience
• Respond quickly to web visits with experienced agents via chat to walk customers through their options or pivot to a co-browsing session when needed
• Reduce customer confusion by providing a human resource to answer questions and guide them through their journey
• Increase trust through a relevant, low pressure personal touch that is focused on educating and assisting the customer. The agent acts as the trusted advisor

Transform Customer Care into a Competitive Advantage
• Offer a fluid, rapid and consistent cross-channel customer journey with your business rules and brand guidelines
• Deliver a superior web experience that delivers higher customer satisfaction and improved efficiency
• Ensure you can deliver a satisfying customer experience each and every time to avoid churn

The Results of Effective Customer Response
With Genesys Proactive Chat for Customer Service, you can now manage personalized online assistance decisions, map those decisions to individual customer journeys and share progress information across communication channels. This leads to a dramatic fall in customer effort while extensively improving overall customer experience.