5-steps to agent empowerment for effortless delight

Did you know? 1 in 3 leaders believe that building new-generation digital platforms to help customer-facing teams work better is a top digital investment priority.

Especially with rising contact volumes and increase levels of expectations from customers, your customer service team deserves better technology.

Here's how you can leverage the right technology to empower employees to become agents of delight:

1 Omnichannel routing to manage the changing channel-mix

With surging volumes for customer service, the most common problem is the increasing backlog of queries in some channels. Especially when customer expectations are high, your phone lines can get overloaded compared to email support. This imbalance in service operations that impacts customer wait times and ultimately CSAT scores.

And now with teams working remotely, it's even more pertinent to ensure the support channels are optimized for wait-times by:

- Introducing live-chat as a support channel to shift phone volume
- Managing agent availability on channels
- Balancing workload between channels by auto-routing tickets based on skills & bandwidth

2 360-degree customer view to make remote agents independent

To understand, diagnose, and solve customer queries effectively, agents need quick access to past customer conversations, order history, and internal knowledge. Bringing this data into a single screen by integrating business applications with your customer service platform can empower your agents to solve faster and better.

Eliminate the need for your agents to switch between tabs & windows by:

- Deploying an omnichannel customer service platform for a unified interface across all channels
- Leveraging app-integrations & custom APIs to build a 360-degree view of the customer on the agent desktop.

3 Visibility across teams to instill ownership and accountability

With teams working remotely, customer service operations tend to lose visibility in progress on complex issues. This results in chaotic collaboration and queries slipping through the cracks.

To ensure consistent service and streamlined collaboration during remote-work, a modern customer service software will allow you to:

- Split tickets and share ownership without losing visibility to allow multiple teams to work on the same ticket in parallel without losing visibility.

- Link similar tickets to keep track of related issues, and send bulk updates to customers in one go.

4 Contextual collaboration to bring internal teams together

To solve customer queries, support agents seek information from people within the company who know the answer. This communication moves into channels like email or Slack, leading to a lack of accountability and customer context.

Collaborate with cross-functional teams by integrating your customer service platform and collaboration software. This results in extending customer context and account information to the relevant teams, avoiding unnecessary back and forth.

Integrating your customer service platform with your internal collaboration software can also help:

- Send instant notifications on ticket-updates

- Tag or loop-in stakeholders for visibility and accountability

5 Mission control for your remote operations

Customer service leaders tend to lose sight of team performance during remote operations. This lack of insight and perspective into the workload, capacity, and performance of remote staff increases the chances of service failure.

To course-correct your team's path to remote success, setup live-dashboards and bespoke reports and keep a watchful eye on your operational metrics such as

- Tracking trends in channel volume and shift tickets between channels to optimize cost per-contact
- Configuring and measuring SLAs across the ticket lifecycle to identify and clear bottlenecks to speedy resolution
- Monitoring chatbot-workflows and feedback on knowledge-base articles to improve ticket-deflection

Want to optimize your customer service for remote operations?

Schedule a personalized demo now ->