

Customers Prefer Self-Service — Don't Make Them Talk to a CSR

Does your company inadvertently add to their operational costs by encouraging customers to call your contact center? Let's face it, with 75% of customers preferring to give self-service a try rather than talk to a customer service representative, you're at odds with delivering what customers desire while increasing your own costs. That's a lose-lose strategy.

The landscape of solutions offering increasingly savvy self-service, via the web, mobile apps, and voice, has changed dramatically in the past few years. But delivering poor self-service that nudges customers willing to try serving themselves to the phone channel is a failure from both perspectives.

Contribute to our Best Practices special section and inform our audience with your take on what they can do to satisfy their customers by catering to their preferences.

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Also Marketed in December:

Speech Analytics and Al

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Roundtable Date: 1/27/21

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6/16/21 CX Connect - Customer Experience

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7/28/21 Master Data Management -A Single View of the Truth

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Roundtable Date: 6/2/21

I Prefer Self-Service - Don't Make Me Talk to a CSR

Roundtable Date: 8/11/21

NOVEMBER

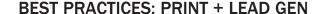
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