

Best Practices

What's So Great About Proactive Customer Service?

Many believe that anticipating issues and providing proactive communications is the next big opportunity for building strong brands.

Proactive customer service means anticipating customer needs and actively reaching out with a solution, whether that's by communicating a potential problem that's cropped up or, even better, providing a simple self-service option.

These helpful communications can also play a critical role in brand building, significantly benefiting customer retention, satisfaction, and loyalty. A recent study found that 87% of people were happy to be contacted proactively by companies about customer service issues, and 75% were pleasantly surprised by the communication.

Contribute your expertise to this topic and help our readers benefit from your experience and recommendations.

Live Roundtable Webcast: April 12, 2023

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Also Marketed in January: ■ **MegaTrends in Customer Technologies**

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What's So Great About Proactive Customer Service?

JANUARY

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