5 Advantages of Mobile for Customer Service

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"Customer service is not a department, it's everyone's job."

Customer service has never been more important to the success or failure of a business. Where customer service used to be a cursory addition to a product or service, it has evolved into the series of customer interactions that can ultimately make or break a company, and every employee has a responsibility to serve its customers. That's why in today's hyper-connected world, it's more important than ever to make the service experience easy--or frictionless--for every one of your customers. The modern customer service department, from agents and field reps to managers, needs the right tools to help them keep up with the rapidly changing responsibilities and expectations placed on them. Under these conditions, service teams can't afford to have mobile technology be an afterthought. Companies who use a customer engagement platform enable every employee across the organization to engage with each other and its customers like never before. Mobile connects your field service reps to your contact center, your managers to the data they need to make decisions, and your department to the rest of the company. So how does mobile technology really impact a customer service department? Let's take a look:

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Introduction

The Service Team of the Future is Mobile

Modern businesses understand the importance of delivering frictionless customer experiences. With models like Amazon and Zappos, it's clear that a service-first and customer centric strategy has many positive impacts: loyalty, share of wallet, and customer satisfaction. However, not all customer service takes place within the confines of a traditional call center like Zappos', and arming your field reps and customer service managers with the right mobile technology can be the key to delivering more with the resources already at their disposal.

When combined with a customer engagement platform that connects disparate back-end systems, customer data, and employees across your company, mobile doesn't just make your customer service more responsive and connected, it ultimately drives more customer satisfaction and better results for your company.

We've put together a list of 5 reasons why mobile should be a part of your service strategy. So read on and learn what your customer service team can accomplish.
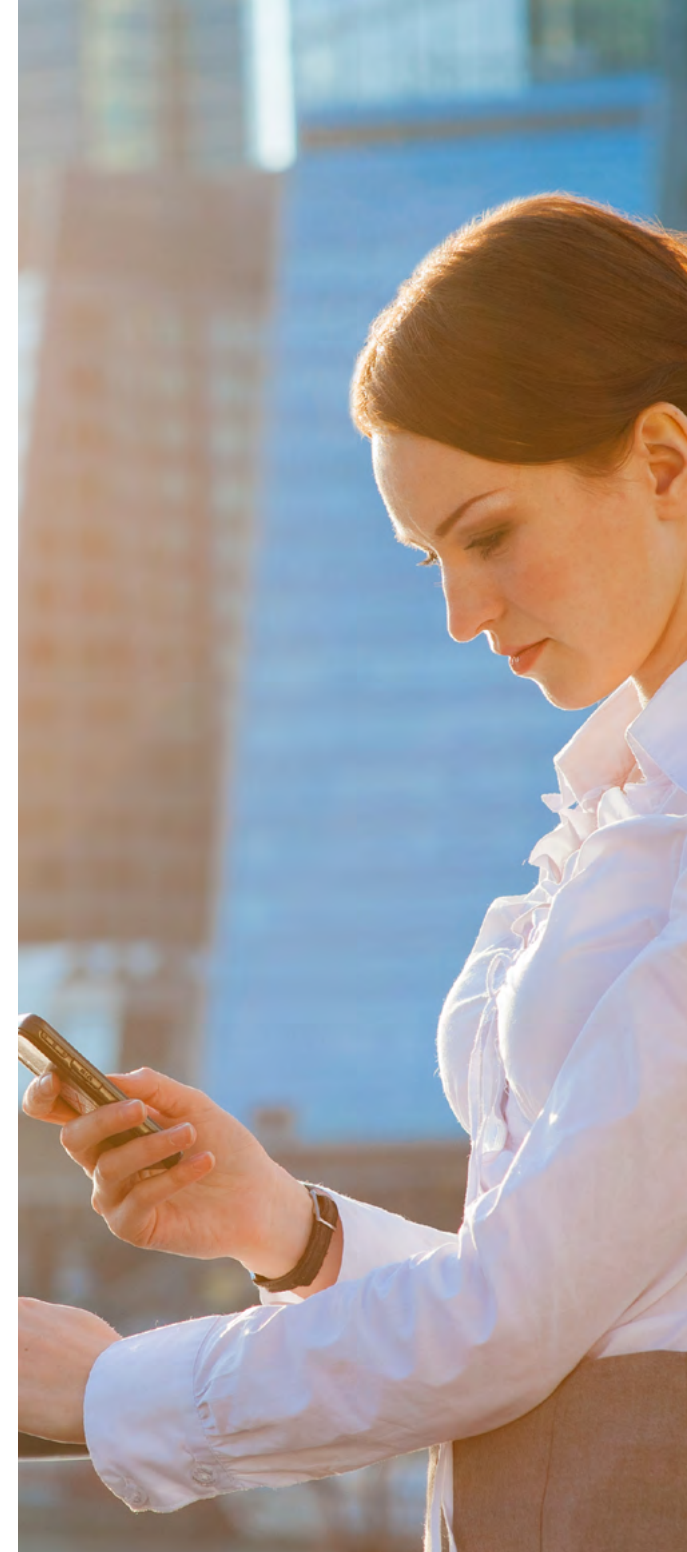
Advantage 1

Access real-time service metrics and make smarter decisions from anywhere

Customer service managers and executives are often on the go, which makes it difficult to stay connected with their teams and the information they need to make decisions quickly. Service managers and executives often have to wait for monthly reports to receive data on their department's performance or see any concrete metrics on how customers rated their service experience. Mobile service managers are able to access this data in real-time from anywhere, and have greater and faster insight into how their teams are performing.

A service manager is able to access this valuable, live data to constantly assess and adjust their strategy. They can identify trends early and address problems before they get worse. They can make key business decisions on the go. They can also identify top performers and encourage the team to adopt approaches that are working. Access to this performance data from anywhere is the only way to continually improve and deliver the exceptional service your customers expect.
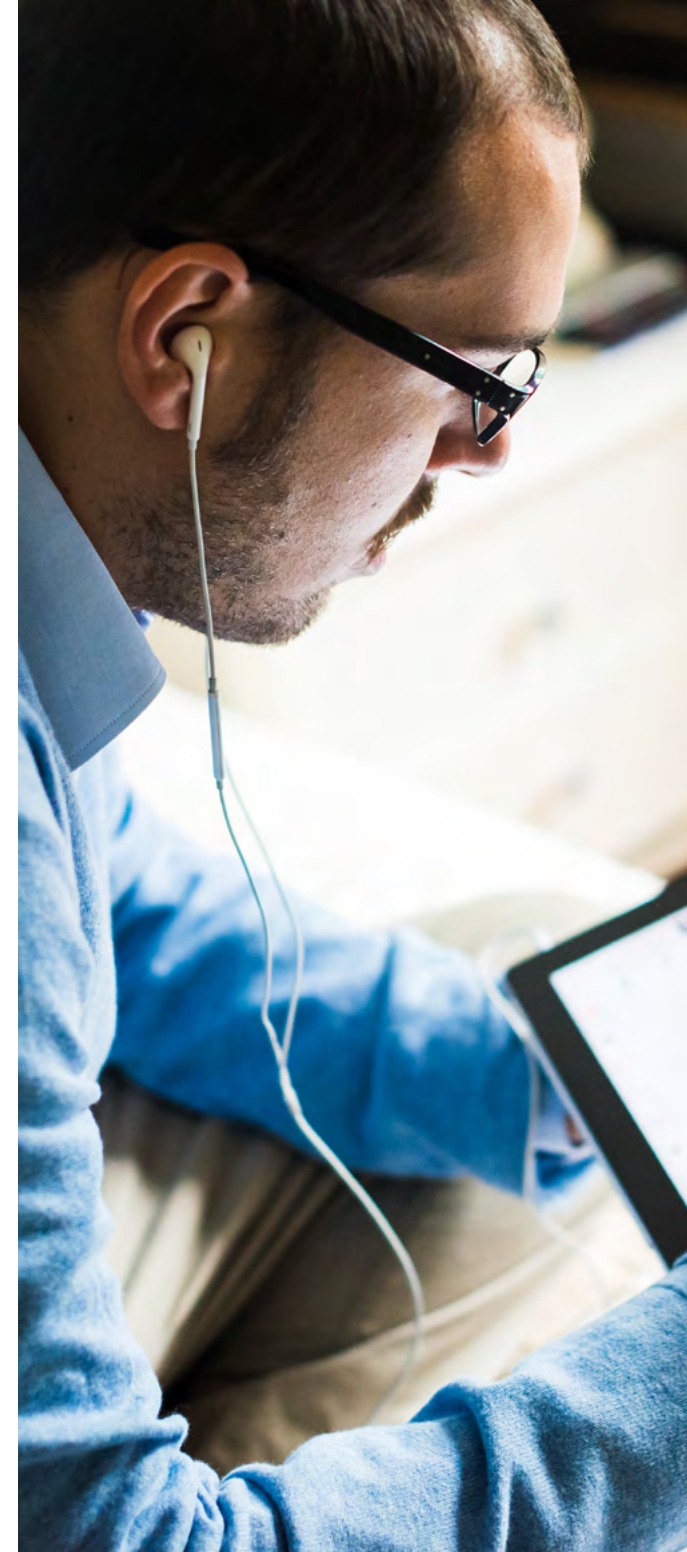
Advantage 2

Take action on escalated cases from anywhere to accelerate resolution time

The expectations for response and resolution times are higher than ever before. Customers won't settle for next-day responses or spending hours on the phone. They want a speedy resolution from a responsive and knowledgeable services team, and if they don't get it, they have dozens of companies to choose from, or worse, countless channels that can be used to spread their negative experience to other would-be customers.

Service managers and executives are often a crucial part of resolving cases directly, as they receive escalated cases and are often asked to advise on difficult cases. However, service managers are often on the go and have many additional responsibilities. Empowering your managers with the ability to make key business decisions and take action from anywhere on any device keeps them looped into the resolution process and accelerates resolution times. Your service managers and executives already have a mobile device in their hand for hours each day. Allowing them to view and resolve escalated cases from that same mobile device can cut your response times to minutes, not hours.

Advantage 3

Gain access to real-time customer data to deliver personalized support, in context

When it comes to customer data, businesses have gone from precious little information to an embarrassment of riches. A customer engagement platform gives service agents and managers access to everything from a customer's purchase behavior to their history of service issues across channels. All the information an agent needs to deliver a personalized experience is there, however, for managers on the go and service reps in the field, accessing the right information away from a desktop computer can be a challenge.

A customer engagement platform that is built for mobile enables field service teams to access find the information they need in seconds, from anywhere. Need to see a customer's service history? Done. Need to find documentation on the latest product update? No problem. A customer engagement platform organizes, categorizes, and curates all of the information you need, so that you are no longer wasting time tracking down the right information or answers. The right information is served up to you proactively, on any device, allowing you to provide the best answers to your customers the first time, every time.

Advantage 4

Surface the right answers from company experts to solve cases faster

The age of the isolated customer service agent, alone in their cubicle with only their tip sheet to guide them, are long gone. Today's services teams are extremely collaborative, leveraging the collective intelligence of their organization for better results. Though service agents aren't typically mobile, experts at the company that might have the answers to customer issues usually ARE on-the-go. Having your business equipped with the right mobile technology makes collaborating with other departments easier and more efficient.

When experts at the company can respond from their mobile device and direct agents to the right answer or relevant knowledge article, agents solve cases faster. Service agents can also crowdsource ideas, poll their peers, and capitalize on the expertise of the entire company, not just their department. This means that service is no longer the product of one or two people. It is the product of the collective expertise of your entire organization.

Advantage 5

Make changes on the go to improve field rep productivity

Often times, the most tedious part of any service case is the most important: entering customer information or the status of a case. For field service agents and managers, updating this important information often means taking hasty notes in the field and later painstakingly transcribing those notes into a CRM solution when they get back to the office.

Field agents don't have to wait to get back to their desks to enter customer information or the status of their work. They are able to input information on site, directly from their mobile device. This decreases the chances of anything falling through the cracks or getting lost between when it happened in the field to when the field rep would typically have to enter the data back at the office. This means a field rep can focus on helping the customer, and it results in more streamlined, efficient service processes.

The mobile service teams of the future are already a reality.

As shown above, leveraging the power of mobile for customer support not only drives customer satisfaction, but also creates growth opportunities for businesses. In fact, an American Express customer service study showed that 75% of customers have spent more money with a company as a result of positive customer service experiences.

In today's world, the most successful companies are using customer service as a competitive advantage, and the onus no longer solely sits with your customer service agents. Although delivering frictionless customer experiences are

the primary responsibility of your support organization, every employee in your company plays a part.

With a mobile-first customer engagement platform, customer support teams, field services teams, management teams, and everyone across your organization gains greater access to information and becomes well armed to drive faster resolution times, increased responsiveness, and ultimately deliver frictionless service experiences to your customers.

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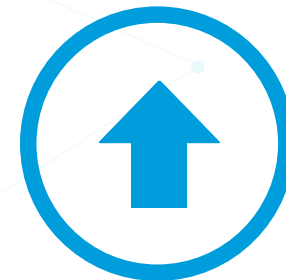# CUSTOMER SERVICE SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

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