

**HOW TO 1  
HOW TO GUARANTEE  
THE ACCESSIBILITY OF  
MY CUSTOMER SERVICE?**



**FIERCE TACTICS**





# FLUCTUATIONS CONTACTS

## BY TOPIC



PER DAY



PER MONTH

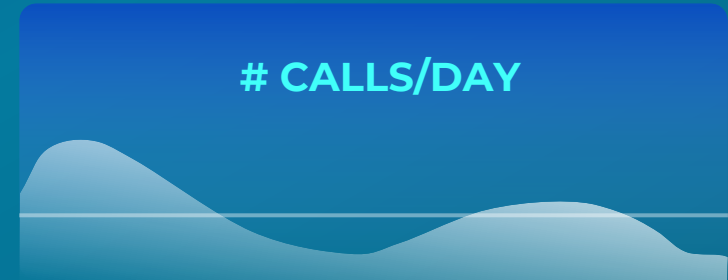


PER YEAR



## GENERAL TRENDS

# CALLS/DAY



# CALLS/WORKWEEK





# THE IMPORTANCE OF ACCESSIBILITY



Customer satisfaction



Stress reduction for employees



Loyal customers  
(customers become customers for the product,  
but walk away because of poor service)



Cost savings  
(attracting a new customer costs 5 to 7 times as  
much as keeping an existing one, HBR)





# AUTOMATE REPETITIVE CONTACTS

## CHATBOT

Canned Responses  
Integration with CRM for  
personalization

## TEXT TO SPEECH

Choose your favorite voice  
Emotions, languages  
Reactive and proactive



## IVR

**(INTERACTIVE VOICE RESPONSE)**

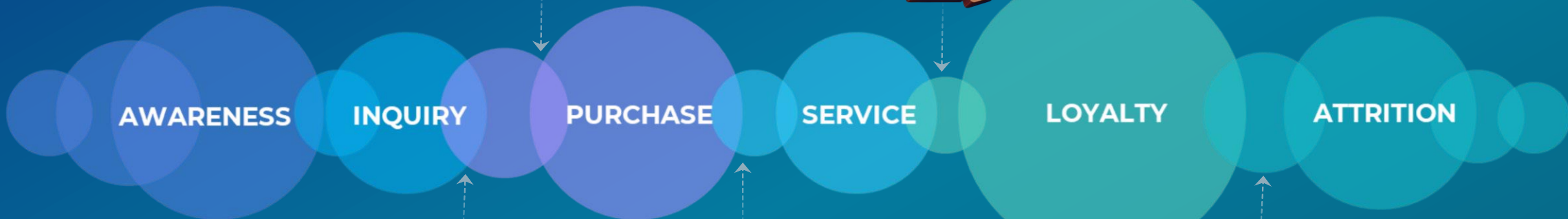
Crisis messages  
Quick activation

## SELF SERVICE

Requesting documents  
Edit contract, profile



# AVOID PREDICTABLE CONTACTS



Predictable contacts?

List by step in the customer cycle

Proactive Contact Us

Order confirmation  
Delivery status (track & trace)  
Contract renewal

FAQ

Logical place on website

# REVIEW THE OPERATIONS



## SHIFTS AND OPENING HOURS

- ✓ When do the customers call?
- ✓ Adjust shifts

## HOLIDAY

- ✓ Follow forecast
- ✓ Open days off

## TASKS

- ✓ Plan according to needs

## SKILLMIX

- ✓ Make sure you have reserve

## PRIORITIES

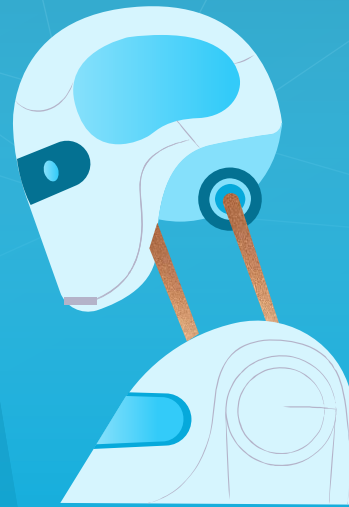
- ✓ Rank priorities per task
- ✓ Leverage agents to their strengths

## CALL-BACK APPOINTMENT

- ✓ Offer Opportunity

## AUTOMATE

- ✓ Build a logic
- ✓ If-then scenarios





# DIVIDE SKILLS AND KNOWLEDGE



Short training program



Customer gets help from a specialist



Cluster info



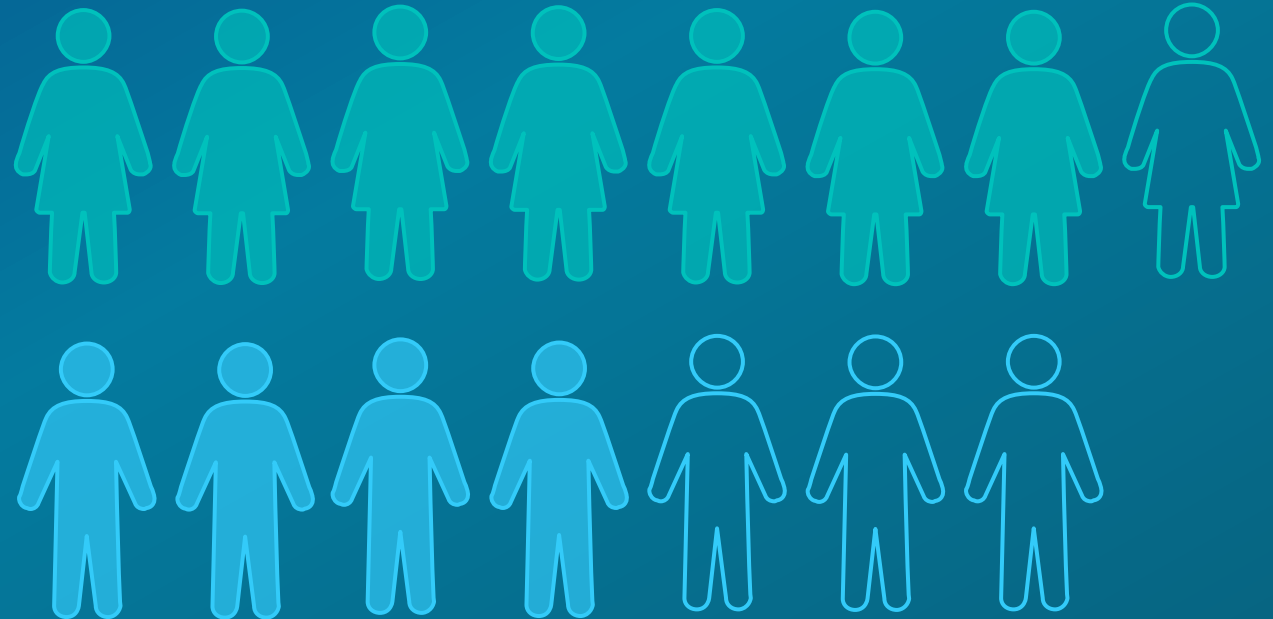
First Contact Resolution



Employee turnover



# REQUEST SUPPORT FROM OTHER SERVICES (MUTUALIZATION)



Other services sometimes have  
different times of busyness

Train colleagues at quiet times



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