



## 5 ways tech can help stop customer repetition

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You get the picture. We're talking about repetition. One thing that really bugs customers is when they have to repeat themselves time and again, to the same or different customer service agents, in order to get their problem resolved<sup>1</sup>.

While customers love having a choice of ways to contact a company, in many instances it adds to the frustration, because a 'touchpoint amnesia'<sup>2</sup> is created when channels and customer records are not fully integrated. In a recent survey, a massive 87% of consumers reported unhappiness at being asked for the same details via multiple channels<sup>3</sup>.

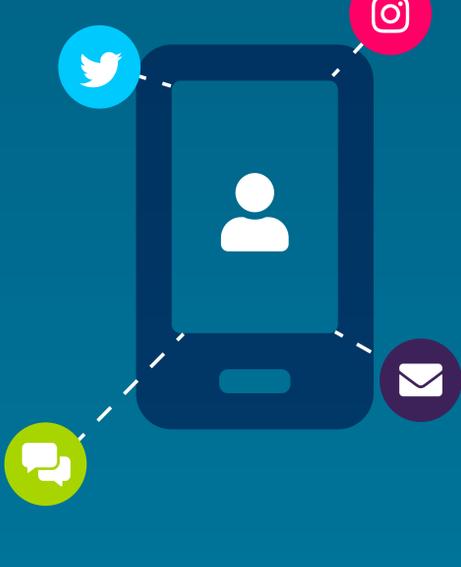
It's time for companies to stop repeating this all-too-common customer service problem.

**Here are 5 ways technology can be used to protect against the frustrations of repetition:**

### 1. Use a single customer view (SCV)

Ensuring all conversations and associated notes for each customer are visible in one place makes it unnecessary to ask the customer to repeat questions.

The Profile Aggregation feature from Gnatta collates data using a unique identifier for each customer, enabling the agent to give a more informed and professional response. Whatever the channel.



### 2. Incorporate social channels into call centre operations

Friction between communication channels results in friction with your customers.

A customer complaint posted on social media must be immediately visible for the customer service agent responding to one-on-one contact via phone call, email, or webchat. Aggregating them into the customer profile facilitates an informed service response.



### 3. Convert emails into instant action via webchat

Email conversations take longer than webchat, both in duration from start to finish of the chat, and in the number of contacts needed to resolve the problem.

Here at Gnatta we've seen that a customer problem needing 4-5 emails would be solved in just 1-2 webchats, with a cost saving of over 75% in terms of time.



### 4. Give customers access to self-service channels

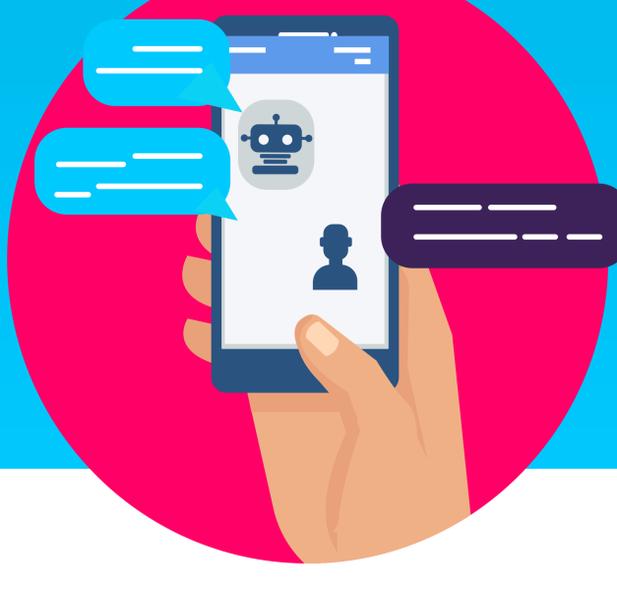
This saves time and money, and helps customers feel in control of the process.

Gartner reported that live resolution costs 80-100 x as much as total self-service. 70% of customers use some self-service channels, with 9% able to reach full issue resolution<sup>4</sup>.

### 5. Use automated messaging and chatbots to ensure a smooth process

Creating a robust and consistent customer response, based on complete contact records regardless of channel, will help protect brand image and keep customers happy. Personalised automated messages via chatbots can be an integral part of this.

While 50% of customers want to be able to escalate a problem to a real person<sup>5</sup>, 90% are happy for technology to be used to speed the query process<sup>5</sup>.



To find out more about implementation of omnichannel customer service solutions to prevent your customers from becoming frustrated by repetition, contact Gnatta today.

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<sup>5</sup>Severino, Carlos, Manso, Enrique, Rodriguez, Mario & Gutierrez, Aitor (2020). How intelligent automation is transforming customer service experience. EY Global, 02 November 2020. [https://www.ey.com/en\\_au/strategy/how-intelligent-automation-is-transforming-customer-service-experience](https://www.ey.com/en_au/strategy/how-intelligent-automation-is-transforming-customer-service-experience)