HOW TO
Build Impactful Customer Interactions

The Conversation Between Businesses and Customers

AI has played a large part in the evolution of customer interactions, and consumer expectations have changed as a result.

Consumers know and expect you have their data, so it is important that businesses use that information effectively to improve the overall experience.

How Can You Improve Your Customer Interactions?

1 SEGMENTATION: Rather than segmenting support by customer type, such as VIP or standard customers, consider segmenting by issue type to resolve tickets faster. This allows channels to be used more effectively, allowing tickets to be funneled through the most appropriate channels for quick resolution. By segmenting, your team can focus their efforts more efficiently, ensuring agents have more fulfilling and meaningful work.

2 CUSTOMER NEEDS: Understanding customer needs and building support services around them can lead to more frictionless customer experiences by providing customers with easier to find resolutions. As a CX leader, look through your customer journey to determine where friction exists, and what can be changed in the journey to provide customers with a simpler path, effectively reducing ticket volume and increasing satisfaction.

3 PERSONALIZATION: Personalizing a service around customers ensures their experiences will be frictionless and enjoyable. It will also cut down on ticket volume, resolution time, and show customers that you are listening to them which raises overall customer satisfaction. By making services and the customer journey more personalized, loyalty can also improve, bringing customers back as a result of the great experience.

4 AI AND AUTOMATION: Consider the capabilities of your organization and determine if you can automate common repetitive tasks. This will free up agent time to work on more complex tickets, making their work more meaningful, while also reducing the time customers need to find resolutions. Augmenting agents can also pay off in dividends, allowing them to answer questions faster, understand the customer better, and provide substantially better service.

PRO TIP:

Without requiring any engineering effort, Solvvy enables businesses to automate customer support using AI and accurately resolve customer issues expressed in everyday language. To meet customer expectations of immediacy and convenience, Solvvy understands customer conversations and quickly surfaces the most accurate and relevant resolution. Solvvy's **conversational platform** powered by AI leverages our universe of customer conversations and learns from every customer interaction to improve performance over time. **Request a demo** to see for yourself!