

4 Steps to Low-Effort Service

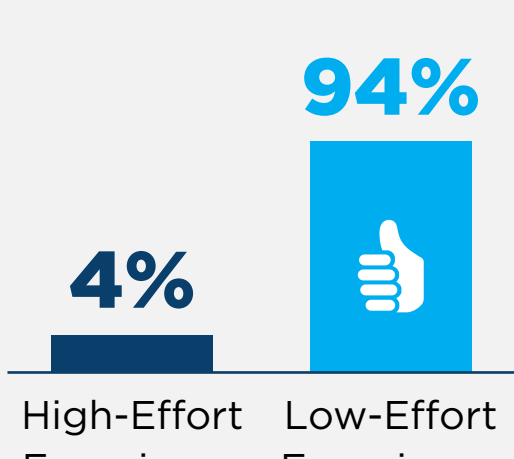
1. Get Executive Buy-In

- Identify the affected stakeholders.
- Outline criticality to business.
- Build awareness and your business case.



Starter Business Case

Likelihood of Repurchase by Customer



Going from a relatively high-effort service experience to a low-effort one reduces costs by **37%**.



Get **help** building a strong business case, and ensure all key executives agree.

2. Identify Company-Specific Sources of Effort

- Assess your customer pain points across the service journey.
- Locate your areas of operational gaps.



Learn how to measure customer effort across channels and assess specific customer pain points.

3. Reduce Customer Effort

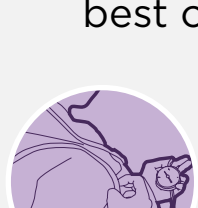
Customer effort has two parts: what customers must **do** during a service interaction and how they **feel**. Both are important, but a quick win comes from improving how customers **feel**, so focus there first.



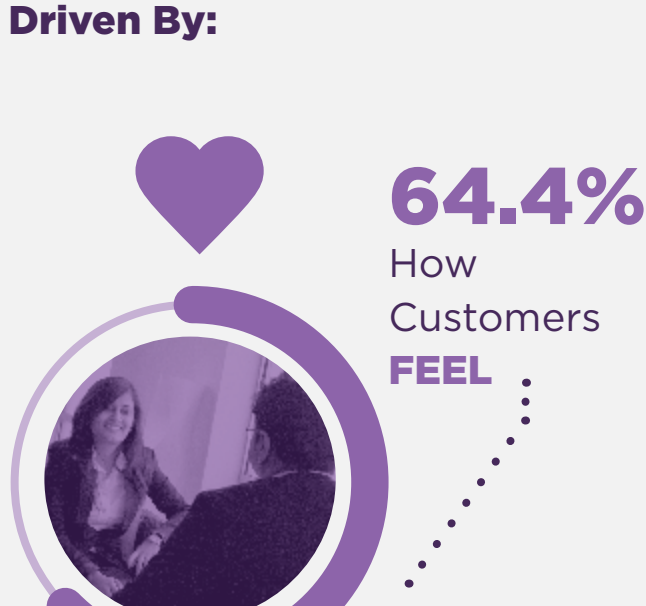
Customer Effort Is Driven By:



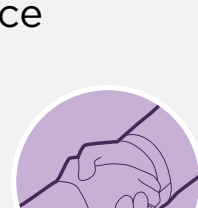
- To reduce what customers must **DO**:
- **Integrate** service across channels.
 - **Guide** customers to the best channel for each issue.
 - **Improve** service technology, such as IVR systems.



Find out how you can improve processes and lessen customer effort.



- To improve how customers **FEEL**:
- **Hire** reps with **low-effort service potential**.
 - **Train** your frontline staff on low-effort service capabilities.



Get tools to help you **find** the right candidates and train your frontline reps.

4. Measure Impact and Expand

Becoming low effort is not a single initiative process. Teams must:

- Determine impact of low-effort investments,
- Expand low-effort principles across the organization, and
- Continually reassess to identify changing pain points.



Learn how to continually **reassess** the customer journey and identify your next low-effort project.

We Can Help You on the Path to Becoming a Low-Effort Organization.



Learn more at cebglobal.com/effortless.

