

10 Ways to Improve Digital and Self-Service Effectiveness



Customer service and support leaders are tasked with reducing contact volumes rapidly during times of crisis.

Service organizations can implement these quick-win tactics to help lower operating costs, recover faster and build organization resiliency.

01 Proactive outbound messaging

Identify top contact reasons and implement proactive outbound messages using all existing organizational channels such as text, email and app notifications.



02 Provide consistent messaging

Ensure all channels for internal and external communications are consistent in tone and content.

03 Prioritize voice of customer analytics

Use speech and text to adjust actions in near-real-time to improve outcomes (reduce calls, reduce churn, etc.).

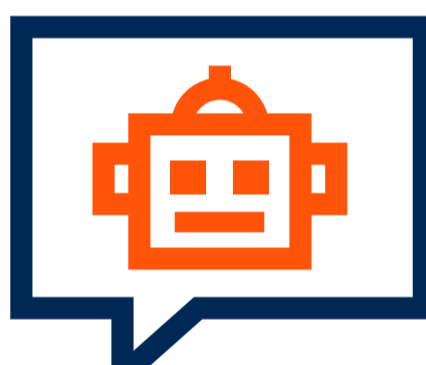


04 Showcase support content

Prominently display support content, including “alerts” on the global homepage, quick links to FAQs, troubleshooters and other self-service content.

05 Deploy chatbots

Prioritize use cases based on top contact reasons where self-service is available to increase digital containment.



06 Update interactive voice response experience

Require self-service before routing to a representative, promote digital self-service and remove opt-outs at a minimum from main menu.

07 Promote digital self-service

Promote self-service capabilities across all channels (IVR, email, contact centers, etc.).



08 Simplify authentication

Deploy biometrics or one-time PINs or honor mobile device methods to reduce friction on self-service while maintaining account security.

09 Deploy robotic process automation

Use RPA to automate high-volume/low-effort human tasks such as email triage (workflow, auto-response, etc.).



10 Audit search

Audit organic search to reduce customers calling exposed toll-free numbers and bypassing self-service opportunities.

Does your digital service strategy deliver?

Learn how to increase your organization’s digital and self-service effectiveness and reduce cost to serve.

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