

The modern customer. She is demanding, she is diverse, she is ever-changing.

And this can make it hard to deliver an ideal experience for her. How do you ensure you are able to provide outstanding, personalized service for each and every modern customer, that differentiates you from the competition? How are you able to continue to execute on this superior experience as your business grows? And how are you able to do all of the above, and continue to improve, while working in a remote environment?

Hear from leading CX experts on **four key ways** to deliver a modern customer experience in 2020 and beyond.

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Featured in this e-book:



Brad Birnbaum, CEO, Kustomer



Alli Webb, Founder, Drybar



Doug Kramon,Senior Director of Fan Support &
Customer Care Operations, ESPN



Caroline Nolan,
Customer Experience Manager,
Brooklinen



Lauren Panken, Senior Systems Manager, UNTUCKit



Ernest Chrappah,Director of the DC Department of
Consumer & Regulatory Affairs



Ludovic Magnier, Live Operations Tools Manager, Glovo



John Timmerma VP of Operations, Mercy Hospital



Michelle McCombs, VP of Safety & Support, HopSkipDrive



Omar Pera Mira, CEO, Reply.ai, acquired by Kustomer



Matt Dixon, Chief Product & Research Officer, Tethr



Dan Burkland, President, Five9



Mary Drumond, CMO, Worthix



Liz Keys,
Product Manager,
Stella Connect



In 2020, the whole world went digital at a rapid pace. While it is inevitable that commerce and customer service will partially shift back to brick and mortar once things go back to "normal", there is now a massive new pool of consumers that are comfortable shopping online, and you can expect this increased volume of e-commerce and digital inquiries to continue. Many organizations are tapping into the power of technology to deliver on this digital shift, and scale without sacrificing their quality of support.



Glovo was able to instantly deflect up to 84% of their inquiries in just a few months.

The Power of Al

Many people are still suspicious or nervous about artificial intelligence and its implications for their business. But they don't have to be. As **Dan Burkland, President of Five9**, says, "There are ways to implement Al that are not disruptive", and act as more of a helpful assistant to the agent.



"Start small, but really start today. Don't wait.

If you wait, everything is going to be just a

little bit harder."

Omar Pera Mira, CEO of Reply.ai, acquired by Kustomer

"A conversation bot helped us to address some of the inquiries we were receiving from our couriers and from our customers, and we were able to keep our agents available for more complex inquiries," said **Ludovic Magnier, Live Operations**Tools Manager at Glovo, a global delivery company. In fact, with Kustomer IQ, Glovo was able to instantly deflect up to 84% of their inquiries in just a few months.



A Modern CX CRM

Legacy CRMs were built to manage cases, not customers. That's so 20 years ago. You shouldn't pay more for operational solutions AND modern communication tools in order to provide effective support.

Many digital disruptors, who put the customer at the center of their business models, realized this early on and put a CX CRM in place to deliver a seamless, customer-first experience. Says Lauren Panken, Senior Systems Manager at UNTUCKit, "For us, the CRM is the place that we get a full view of our customer in regards to customer service. It's honestly just been such a great addition to the way that our team functions... and has improved the way that we've been serving our customers."

More "old school" organizations are also quickly realizing that in order to service their customers effectively, they need to move into the twenty-first century, with modern technology. **Ernest Chrappah, Director of the DC Department of**

Consumer & Regulatory Affairs, chose to work with Kustomer to ensure they were putting their best foot forward. "It was simply about finding a way to respond to our customers by elevating the services that we provide to meet the needs of customers in the digital age," said Chrappah.



"We made an investment in a customer relationship management system so that we can track the interactions of our customers and make sure that we are handling it in a timely manner."

Ernest Chrappah, Director of the DC Department of Consumer & Regulatory Affairs



Practically overnight CX organizations were forced to work entirely remotely. Some agents didn't even have laptop computers to work from home with, others had slow internet making it nearly impossible to handle inquiries in laggy legacy systems. But according to PWC, 82% of office workers would prefer to continue working remotely, at least part of the time, so remote work is here to stay. Ensure you have tools in place to deliver a stellar, modern experience from anywhere in the world.

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Tools & Technologies

According to **Dan Burkland of Five9**, "There has always been a reluctance to do massive work from home or remote contact centers. And mostly it's been due to the apprehension that... I'm gonna lose control and visibility and tracking and

monitoring of the agent population." But tools are available now that make remote work not only possible, but wildly successful.

Ensure that the technology you have in place allows for collaboration between remote team members, so you can pull in the necessary individuals to solve customer issues quickly. You should also be able to manage your team with confidence, even if you can't be beside them. Having a view into what your agents are working on, and being able to intervene if necessary, is key to a successful remote CS team.



"We found our customers have come back to us and said... WOW we had no idea that the productivity would not only stay the same but in some cases actually go up from an agent perspective."

Dan Burkland, President of Five9

Buy-In and Agent Support

In addition to the preference many employees have for working remotely, PWC also found that 73% of executives say working remotely has been a success. And executive buy-in is essential to remote agent success. "I think you really need the buy-in of everyone across the company to really make a remote team work long-term," says Michelle McCombs, VP of Safety & Support at HopSkipDrive, who has been managing a remote team since before the pandemic.

Businesses can potentially garner cost-savings with remote work, by downsizing office space and cutting back on in-office perks. But they must be sure to reallocate funds so employees and agents have the tools they need to succeed. Whether that is investing in new technology or providing setups to ensure agents can work comfortably, employee happiness should be prioritized.



"When they're working at home, my recommendation is: you have happy agents, you will have happy customers and fans."

Doug Kramon, Senior Director of Fan Support & Customer Care Operations at ESPN





The days of the single "persona" — when your customer was a 20-something, white male living in California with a wife and two kids — are gone. For most businesses today, their client base is made up of a wide variety of individuals, across different genders, ethnicities, sexual orientations, geographies, and ages. Your business must be able to cater to all of these modern consumers in order to be successful.

And that doesn't simply mean creating advertising materials and products for different demographics. It means hiring employees across the business that represent your diverse customer-base.

Think Like Your Customers

When all of your agents are carbon copies of one another, group-think is bound to happen, and you will likely encounter blind spots when it comes to the needs of your customers. In order to provide exceptional service to each and every customer, you must take all of their unique attributes into consideration, and that requires diverse thinking.

"I can't think of a reason why it would not be better to have a diverse team," says Liz Keys, Product Manager at Stella Connect. "Our customers are diverse people, all different types of people from all walks of life, having different experiences, and to be able to build that personalized, incredible support experience that we all talk about and strive for, there is no way you're going to meet every customer where they are ... and communicate with them in a language they understand, if your team all looks and speaks the same and comes from the same background."



" I think the most important part is representation... Being able to have somebody that thinks like the consumer is a must if you want to succeed."

Mary Drumond, CMO of Worthix

Diversity Starts at the Top

Unfortunately the CX team can't work in isolation. In order to have an organization that truly champions diversity and inclusion, it must start from the top down. "You have to have representation of your demographic working in your executive team if you want to succeed, if you want to be able to target your audience properly, if you want to be able to get the messaging right, have empathy and put your customers first," says Drumond of Worthix.



"Luckily, at Brooklinen we are a majority female, so there's not really that feeling of ever being the only woman at the table, especially in these leaders' conversations."

Caroline Nolan, Customer Experience Manager at Brooklinen Brooklinen is a company that made sure to break the mold when it came to inclusivity, with over 80% of their manager-level employees being female. Not only does this diversify the perspectives coming from leadership in the company, but the CX team benefits from unique qualities that women typically hold, like empathy and strong listening skills.





85%

of consumers said they would avoid doing business with an organization due to bad customer service.



The way that organizations interact with consumers in their greatest times of need could be the difference between a lifelong customer and one lost to the competition. In fact, according to recent Kustomer research, 85% of consumers said they would avoid doing business with an organization due to bad customer service.

It's always been clear that consumers are demanding, but their expectations shift as quickly as the current global landscape. And consumers are now being forced to be more conscious and discerning about where they spend their dollars. Organizations need to put a customer service strategy in place to deliver on these expectations and properly prepare for the future. Says **Alli Webb, founder of Drybar**, about her business, "The very most important thing of this business is the customer service... you have to keep moving and figuring out which way to go to make your business and service as good as it can be."

Make Experiences Effortless and Memorable

In this day and age, service can often overtake the product when it comes to choosing where to shop. In fact, according to Kustomer research, consumers rank customer service as the second most important attribute they consider when shopping, right below price. But companies must be smart about how they invest in customer service to get the maximum return.

"Organizations don't have endless resources to gold plate the experience," says John Timmerman, VP of Operations at Mercy Hospital. He encourages organizations to ask, "How are you gonna design things that are going to drive delight and make this more than just a reliable, transactional thing, but also an experience that drives relationships and some level of memory imprinting for that experience?" And it doesn't always have to be about WOWing the customer; easy experiences often have as much benefit as extraordinary ones.



"Customers that have easy experiences are much more predisposed to want to spend more with us compared to those customers who have been run through the gauntlet."

Matt Dixon, Chief Product & Research Officer at Tethr



Using Customer Service as a Differentiator

Many organizations are struggling to understand when they'll go back to "business as usual". And the fact of the matter is, they likely never will. The new way of working that 2020 forced upon CX teams will have lingering effects, and consumers are now used to doing business in a whole new way. But this also leaves a huge opportunity to use customer service as a differentiator for your business, standing out from the competition by providing seamless and empathetic support.



"I think it's a good time to look at customer service... if you're still a business that's standing, take advantage of this time and be the best you can be."

Ali Webb, Founder of Drybar

"Those [businesses] that were able to adapt, whether it be through tooling, whether it be through processes, whether it be through personnel... will come out of this strong," says **Brad Birnbaum, CEO of Kustomer**. "And those that are having a hard time are probably going to lose a lot of brand loyalty, customer loyalty because customers will find another alternative." In 2020 and beyond, customer service can be a stepping stone for your business to thrive and build lifelong customer relationships, ultimately leading to monetary success.



About Kustomer

Kustomer is the world's top-rated customer experience CRM, helping leading brands create customers for life. With an advanced, Al-powered, omnichannel customer service platform, Kustomer delivers a unified single view of the customer, automates manual tasks, and scales easily to deliver the efficient and effortless experiences businesses, agents and consumers love.

To learn how Kustomer can help you power modern customer experiences, visit **Kustomer.com/Demo**.







