

The Power of Emotion in **Customer Service**



NICE inContact

Table of Contents

Executive Summary.....	1		
Introduction	2		
1. How Digital Customer Service Has Influenced Customer Expectations	3		
Speed is everything	4		
Accessibility is a necessity	4		
Personalisation is prescribed	4		
Consistency is key	5		
Predictive service is preferred	5		
2. Why Emotions Matter in Customer Service	6		
The case for emotional engagement	7		
What is customer experience?	8		
Measuring customer emotion.....	8		
Customer experience and customer service	8		
Proving the importance of emotions in customer experience.....	9		
The science of decision-making.....	9		
3. How Positive Emotions Keep Customers Coming Back	10		
What emotions can brands inspire?	11		
How to inspire positive emotions in customers.....	12		
Putting the pieces together	12		
4. The Most Important Emotions for Customer Loyalty	13		
Emotions that inspire customer loyalty	14		
1. Surprise	14		
2. Familiarity.....	14		
3. Relief.....	15		
4. Gratitude.....	15		
5. Belonging.....	15		
Software to inspire loyalty	15		
5. Ten Barriers to Customer Delight (And How Digital Customer Service Helps Overcome Them)	16		
1. Slow response time.....	17		
2. Lack of empathy	17		
3. Canned responses.....	17		
4. No consistency	18		
5. Channel hopping.....	18		
6. Wrong tone	18		
7. No apology	18		
8. Repetition.....	18		
9. No compensation.....	19		
10. Lack of personalisation	19		
Conclusion	20		
About NICE inContact	21		
References	22		

Executive Summary

Great customer service and customer experience go hand in hand. And, with more companies competing on the basis of customer experience than price or product features these days, it's clear that making customers happy isn't just a good idea, it's a necessity. Customers with positive associations with a company are more likely to spend more, to be more loyal, and to recommend the company to friends. With the right digital customer service platform, every company can offer faster, more results-driven service that will cut costs and increase revenue by making more customers happy. That is the power of emotion in customer service, and everyone from the contact centre to the C-Suite should take notice.

Introduction

There is a customer-shaped hole in the centre of most customer service processes. Even brands that were doing digital customer service well were often so wrapped up in speed and technology that they had lost touch with the actual customer and the niceties of personal communication.

Bringing a customer-centric point of view back into digital customer service has always inspired us. And it's not just because we like people. Today's digital customers demand the speed of social media with the personalisation of old fashioned, one-on-one communication. Customer emotions are at the heart of what we call customer experience, and the brands that can inspire positive emotions will always come out on top.

That's why we've put together this new ebook about the power of emotion in customer service. In the following pages you'll get hard evidence about the importance of emotions in customer experience and you'll also find tips on how to humanise customer service and communication. Key learnings include:

- How digital customer service has influenced customer expectations
- Why emotions matter in customer service
- How positive emotions keep customers coming back
- The most important emotions for customer loyalty
- 10 barriers to customer delight, and how digital customer service overcomes them



We hope you'll enjoy this ebook and we hope this information helps you deliver better, more personalised customer service to each and every one of your customers. As always, we'd love to hear your feedback or questions, so just get in touch!



How Digital Customer Service Has Influenced Customer Expectations

It's common for customer service and customer experience blogs to talk about how the increasing ubiquity of social media necessitates fundamental changes in the way that brands should conceive of customer service. That's a good thing.

Social media is a relatively new channel of communication, and brands certainly have to tailor their tone of voice and their style of interaction to social channels. But sometimes the customer gets lost in all the talk about what brands should do to keep up with the increased speed of today's interactions.

Brands have to remember that social media is a social space that's inherently customer-centric. Furthermore, digital communication technologies have drastically influenced customer expectations, and that's the core reason why a shift in brand behavior is warranted.



response



goal

Speed is everything

Now more than ever, customers expect a fast response to social media queries, even when they're just saying "hi."

- 32% of customers expect a response within 30 minutes.
- 42% expect a response within 60 minutes.

The increasing impatience of digital customers means brands have to work a lot harder to respond to customers quickly. But the good news is that brands have more powerful tools than ever before. Digital customer service software, especially chatbots, allows brands to be there for customers at all times.

How to make it happen: Use the right digital customer service technology to allow agents to work more efficiently, so customers get responses sooner.

Accessibility is a necessity

Along with the increased necessity of a fast response comes an increased need for accessibility. Gone are the days when customers were willing to wait on hold for a response. Customers these days want instant access to brands and they want it 24 hours a day. This may not be as significant a shift as some brands might think.

Maintaining an active presence on social media means that your brand will naturally be accessible. But remember what Facebook has done with their responsiveness badges, essentially rewarding brands that respond quickly. It's key for brands to let customers know how long they can expect to wait for a response. Be transparent when you're not available, don't try to hide it. This establishes trust.

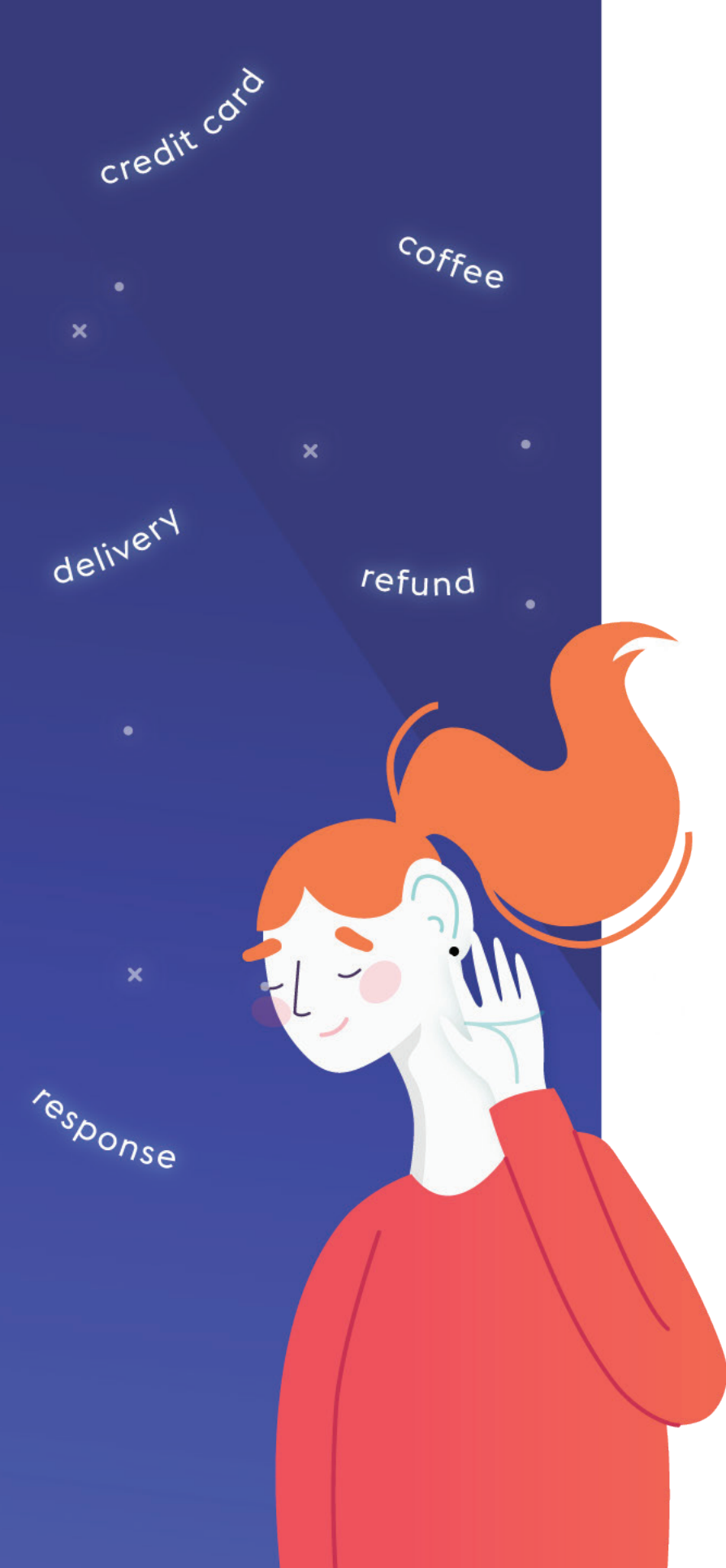
How to make it happen: Make sure customer service agents are using the right technology, and be transparent about exactly how long customers should expect to wait for a response.

Personalisation is prescribed

Fast, accessible service isn't all there is to great customer service. These days, and especially with younger customers and millennials, service that's warm, intelligent, and empathetic is a necessity.

We can't say it enough: customer service needs to be personalised. Today's customers demand ever-more personalised service. This comes down to software and soft skills. Agents need to be encouraged to take a personalised tone with customers and not use cookie-cutter language. At the same time, it's necessary for agents to have the right tools. Supporting tools such as a CRM, ticketing or order intake system give agents more information about each customer, which allows those moments of true personalisation to take place.

How to make it happen: Use powerful CRM to give agents more information about each customer, then encourage them to use that data to make personal connections with more humanised service.



Consistency is key

Another important aspect of customer service on social media is that it has to be consistent. This builds trust, which is important for online customers because they don't have the assurance of face-to-face interactions in a brick and mortar shop.

Over time, customers create associations with brands and this is a key to customer experience. The more a brand can inspire positive emotions, the more loyal their customers will be and the more willing they'll be to spend more. That sense of consistency comes from the brand's voice and what kind of responses customers can expect from brands. Surprise can be great in digital customer service, but in this regard it's vital for brands to develop consistency in the way they talk to customers.

Remember though, a consistent tone of voice isn't the same as cookie-cutter language!

How to make it happen: While encouraging agents to personalise interactions, be sure to set some guidelines (not strictures) for brand voice. Ensure that the brand voice is a reality for every customer service agent.

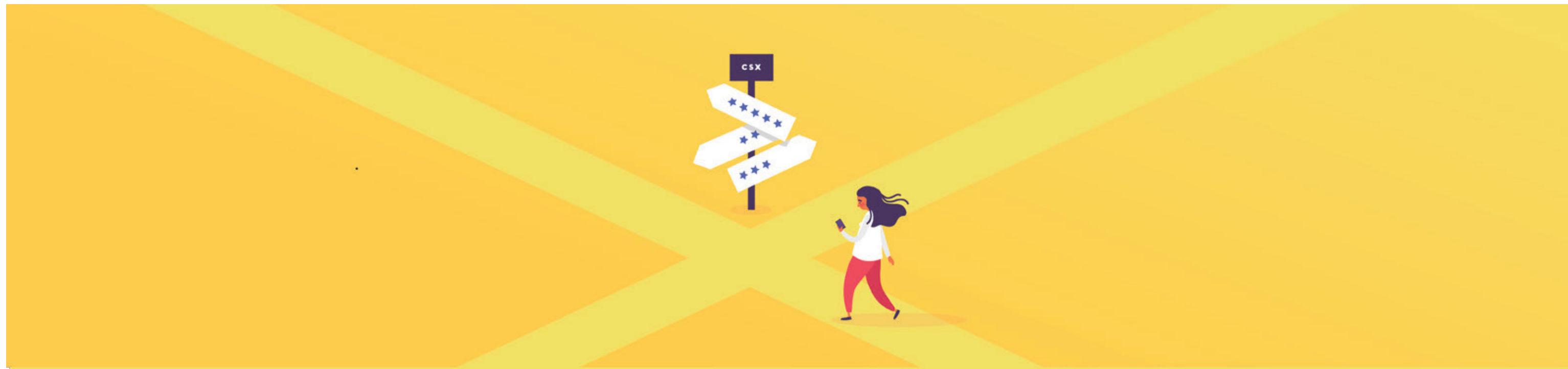
At NICE inContact we recognise the way digital customer service has influenced customer expectations. Brands that want to stay relevant need to adapt to the times. And they need the right tools to make that happen.

Proactive service is preferred

We're in an era where passive service is no longer enough. Instead of simply waiting for customers to contact the brand, it's important that companies now use listening technology to keep tabs on the online conversation and the evolution of sentiment.

Brands that listen proactively will be better positioned to convert potential customers by going out of their way to catch them at key moments when they're deciding where to spend their money.

How to make it happen: Use listening technology to monitor keywords so it's possible to convert prospective customers who may be looking for your product or service.



Why **Emotions Matter** in Customer Service

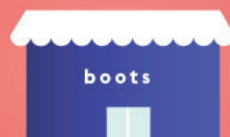
What's your favorite brand? From Apple to Zappos, we all have companies we come back to. That kind of loyalty is impossible to buy. But it is possible to inspire.

The question for companies looking for this kind of loyalty is simple: why does a customer—a person—choose one company consistently over another? There is a whole host of reasons, ranging from product to service and the attitude of the employees. All of these comprise customer experience. They are emotional associations. And, as scientists like Antonio Damasio are discovering, emotions, not logic, drive the decisions we make. They're what tell us to buy a particular brand in the first place, and to keep doing so. Conversely, emotions can also drive us away from a brand.

Emotions don't just matter in customer experience, they are customer experience. But what does that mean in practical terms? First off, we're not talking about some kind of metaphysical bond shared between customers and companies. A study by Customer Thermometer showed that 64% of customers described having an emotional connection with one or more brands. Let's examine these emotions more closely to think through strategies for engaging with customers. Let's take a closer look at the expectations of today's digital customers and how brands can best respond.



2.3 M



The Case for Emotional Engagement

It is important to make a practical case for emotional engagement. Emotionally engaged customers—customers who have positive associations with a brand—are more loyal and more likely to advocate for that brand, compared to customers who are simply “satisfied,” or have no real emotional connection.

That all sounds great, but how does it affect business?

- A study by HBR shows that emotionally connected customers are 25-100% more valuable than “highly satisfied” customers. By implementing an emotional-connection-based strategy across the entire customer experience—including how it communicates with customers and attracts prospects—this retailer has increased its percentage of emotionally connected customers from 21% to 26%, reduced its customer attrition rate from 37% to 33%, and increased customer advocacy from 24% to 30%, resulting in a 15% increase in the number of active customers and more than a 50% increase in the rate of same-store-sales growth.” (Source: <https://hbr.org/2016/08/an-emotional-connection-matters-more-than-customer-satisfaction>)
- 74% of customers with positive emotions will advocate, while 63% will be retained. (Source: Customer Think)
- Only 8% of customers with negative emotions will advocate for your company and only 13% will be retained. (Source: Customer Think)

It pays, literally, to have emotionally connected customers because those customers will spend more. Not only that, but they’ll also be more loyal, and spread the word about your company, giving you positive word-of-mouth marketing.

So now that we’ve established the benefits of positive emotional connections, let’s cross the bridge from emotions to customer experience.

What Is Customer Experience?

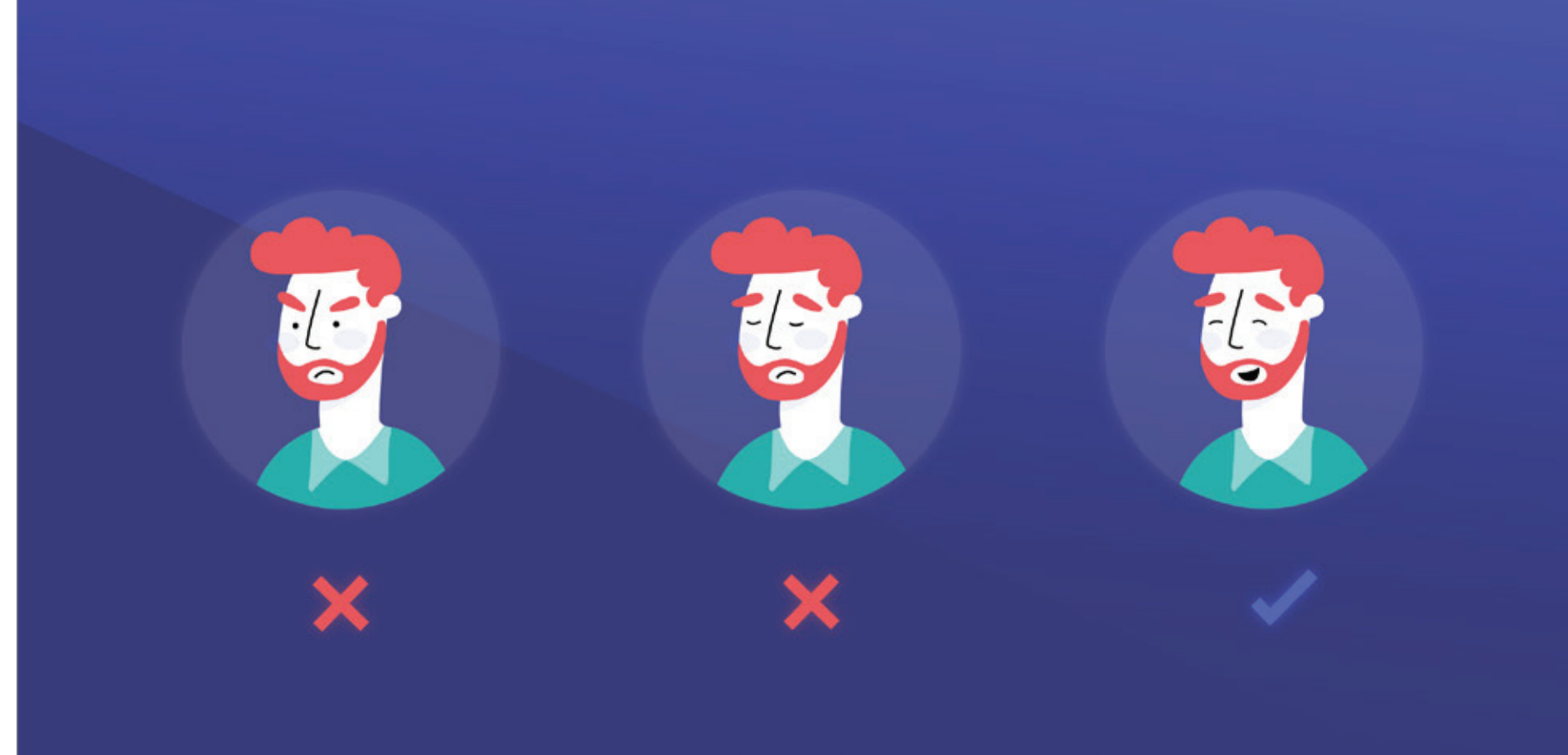
Customer experience is all the rage these days. Not only is everyone talking about it (including us!) but more companies than ever are actually competing on the basis of customer experience, rather than price. Because as Dr. Damasio writes, customers don't make choices because of logic. A lower price is logically advantageous, but customers don't care as much about price anymore. Think about that for a second. It speaks to a paradigm shift in the way that brands do business.

From the beginning of the long history of commerce and customer service, price and product features have been the key way that one brand wins out over the competition. That has all changed very recently. Customer experience has become more important than price or features. But what, exactly, is customer experience?

In broad terms, customer experience is the experience that a customer has with the brand (of course). It can be positive or negative. Think again about your favorite brand. That positive feeling you have from the brand is a result of the sum of the experiences you've had with it. Evidently they've been positive, or you wouldn't love the brand.

So, when you get down to it, customer experience is the sum total of emotions a brand has inspired, or provoked, in an individual customer. Those can be on the website or in the shop, at point-of-sale or with customer service, and even the lifetime experience with the brand's product. Again, this has nothing to do with price, or with being "high-end." It has everything to do with how the company—the product and every employee the customer interacts with—makes the customer feel.

So, if customer experience comes down to emotion, how can brands measure it to determine the way customers feel?



Measuring customer emotion

One of the simplest and most direct ways to get an idea of how your customers feel about your brand is Net Promoter Score® (NPS). Measuring the sentiment of customers and whether or not they'd recommend your brand will help you tailor operations to customer demand and preference. Also, paying attention to NPS encourages brands to listen to their customers and react in real-time.

How does it work? Simplicity is key. Ask the customer to fill in a basic survey at the end of an interaction. If the customer isn't satisfied, it's important to follow up to figure out what went wrong and how you can improve the customer experience.

Customer experience and customer service

As mentioned above, customer service is one important part of customer experience. That's because customer service is one of the ways that customers interact with companies. So ensuring that customer service agents provide exemplary personalised service on the channels that customers demand is invaluable if a brand is to create and maintain a positive customer experience. That's where NICE inContact digital-first omnichannel comes in.

We've built our digital customer service software to help brands put the customer at the heart of their business. This happens by streamlining the customer service process and telling agents more about each customer through powerful CRM.



Proving the Importance of Emotions in Customer Experience

Research shows that people's decisions are guided by emotions in ways we never imagined. That means brands need to take the emotions of their customers into account.

- Customers who feel positive about brands will spend up to 200% more than unengaged customers
- Engaged customers lead to 23% higher revenue for brands
- If customers have a "very good" or "excellent" service experience, 97% of them are "very" or "extremely" likely to tell friends and family about it.

Customer engagement is vital. Why? It's about emotions. As much as we like to think we're rational creatures in total control of our decisions, the truth is that we're much more guided by our emotions than we ever knew, and those emotions play a critical role in the decisions we make throughout the day.

Brands that make customers feel good enjoy higher revenue from more loyal customers.

The Science of Decision-making

There is a growing body of scientific research that shows how emotions guide decisions, and this is directly applicable to customer service. Here's what we've learned:

- **Emotions guide decisions:** While we like to think of ourselves as logical beings, it is actually our emotions that inspire our decisions.
- **Positive associations lead to repeat decisions:** When someone makes a decision that leads to a positive outcome, they are more likely to make the same decision in the future.
- **Without emotions, there are no decisions:** If a person has no emotional connection to the outcome of a decision, they are less likely to actually make a decision.

It is also possible to differentiate between two types of emotions in the decision-making process, Integral Emotions and Incidental Emotions.

- **Integral Emotions:** Emotions that arise from the actual decision at hand.
- **Incidental Emotions:** Emotions that carry over from one decision to the next and influence our decisions in the future.

So, not only are emotions important for each decision in the present time, those emotions carry into the future and continue to be influential, whether they are positive or negative.

The bottom line: Brands that make customers feel good today will have more loyal customers tomorrow.

How **Positive Emotions** Keep Customers Coming

Wouldn't it be great if there was one single, relatively simple thing brands could do motivate customers to stay loyal and spend more over the long-term? Talk about a silver bullet.

Actually, there is a way brands can encourage loyalty with demonstrable results: make customers feel good. Again and again.

Customer decision-making and motivation—how customers act and why—is at the core of customer experience. Knowing how your customers feel, and how those feelings influence the decisions they make, is key to cultivating their loyalty and increasing long-term spending.

The bottom line is that positive emotional connections keep customers coming back. In fact, fully engaged customers are 52% more valuable, on average, than those who are simply satisfied. So the numbers speak for themselves. But let's dig a little deeper into the connection between customer experience and loyalty to find out what brands can do to inspire emotional connections.



What emotions can brands inspire?

There are connections between customer experience and Maslow's hierarchy of needs. What does that mean for customers? The most important thing brands can do is to make customers feel good on repeated occasions, so customers create positive associations with the brand. But a lot depends on what "feel good" really means. It might surprise you, but reducing stress and providing entertainment are two of the most significant ways that brands can inspire positive emotions.

How to reduce customer stress:

Be Accessible—Be available for customers across digital channels

Be Transparent—Let customers know how long they should expect to wait

Be Results-driven—Respond with solutions, not promises

How to entertain and engage customers:

Be Genuine—Use first names and real communicative language, not corporate-speak

Be Personalised—Use CRM data to create connections

Be Unattached to a Script—Give agents the freedom to actually interact

Brands stress and frustrate customers in many ways. One of the biggest complaints comes from customers who are forced to channel hop or re-enter their information. That's why nearly 50% of customers say they will stop doing business with a brand that frustrates them. Meanwhile only 32% of those customers will contact the company to complain before taking their business elsewhere.

Making customers feel engaged and soothing their frustrations are vital prerequisites for customer loyalty.

Making it happen: Brands that have a presence across digital channels are better positioned to serve customers at all times. Then combine that with an emphasis on the right KPIs in the contact centre, like Personal Service Level (PSL), which encourages agents to go out of their way to make real human connections and inspire positive emotions. It's a winning combination.



How to inspire positive emotions in customers

Acknowledging the importance of inspiring positive emotions in customers is an important first step. But how do brands put theory into practice? There are two key areas where you can get started. It's about knowing what channels your customers need and what type of service they want.

Self-service options: 81% of customers want the option of trying self-service before they contact support

Personalisation: 69% of customers say that personalised customer service influences their loyalty.

Inspiring positive emotions in customers may be easier than you think, if you know how to do it. Provide personalised service on the channels customers use, and recognise that those channels probably include self-service and live chat. The more relationships customer service agents can create and sustain across a variety of channels, the better. This has to do with internal processes, and it should also influence the way customer service agents are trained.

Making it happen: Get a better idea of which channels and customer service options your customers demand and provide them, along with a personalised style of service that can't be replicated by chatbots.

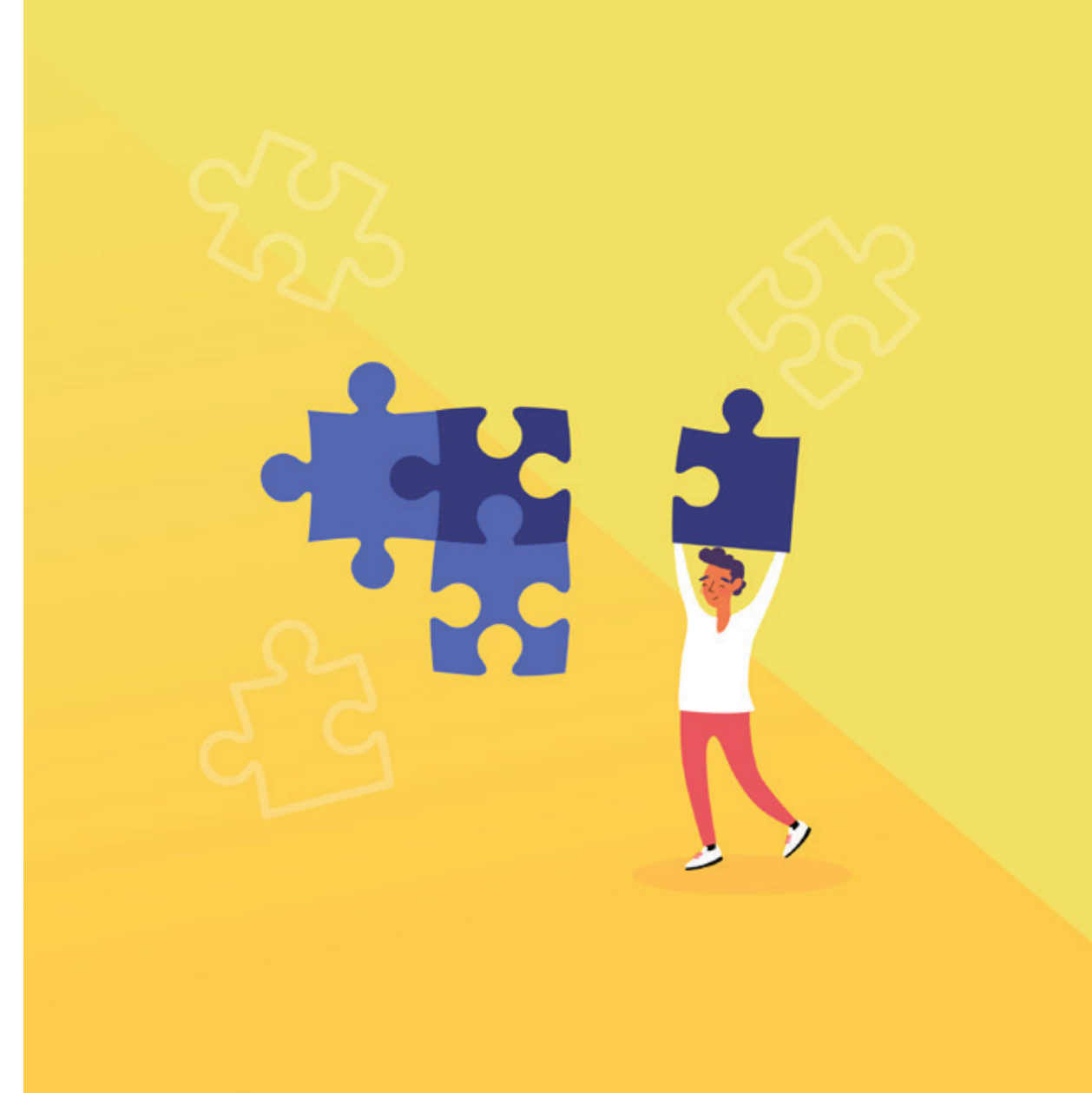
Putting the pieces together

If brands want to continue to inspire positive emotions in customers, they've got to implement both the right software, and teach their customer service agents the right soft skills. It's about using the best tools to implement the best processes. Because customer service needs to be responsive and available, transparent and results-driven. These are the pieces that need to be put together:

Software: Powerful digital customer service software will streamline the service process, route customers to the right agents, and provide a CRM database of useful customer info.

Soft skills: Emphasising the right KPIs in the contact centre and giving agents the freedom to go off-script and use customer data to make connections is key.

Customers want to be treated as individuals, not numbers, and they want repeated contacts with brands to build toward something. In other words, customers don't want to have to start from scratch each time they contact a company. That means changing agent behavior to be more personable and making an effort to create connections. It also means having powerful digital customer service software in place. This gives agents more information about each customer and saves that information so they can reuse it over the long-term.



CXone Digital-first Omnichannel has been introduced to help increase customer loyalty and lead to higher spending in the long term, and to provide a demonstrable ROI as a result.

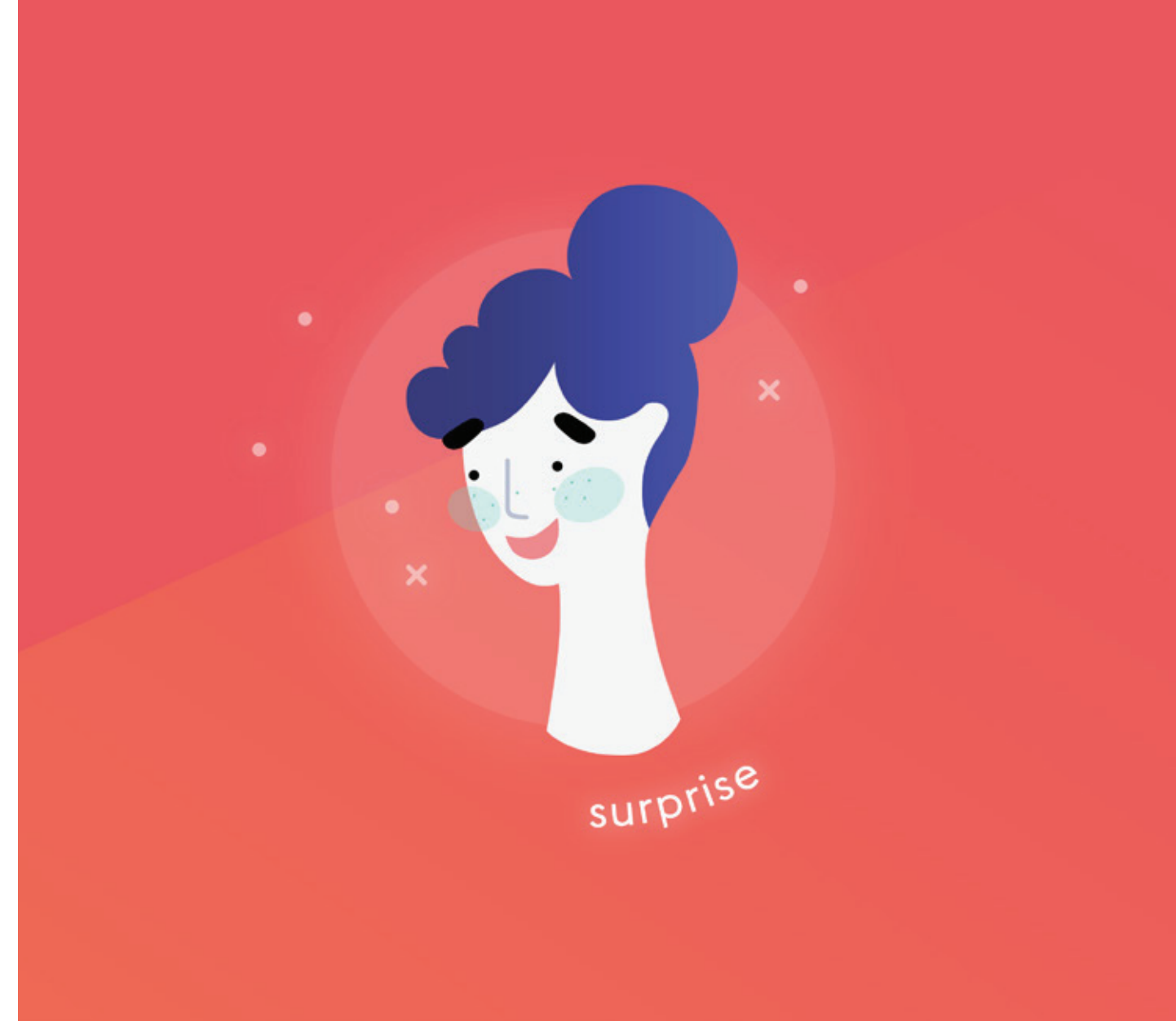
How? By telling customer service agents more about each customer and by revolutionising the digital customer service process so that agents can form real relationships with each customer. Streamlining customer service means less customer frustration and advanced CRM technology means that agents can offer tailored service. That's the silver bullet.

The Most Important Emotions for **Customer Loyalty**

You know that we think it's important to strike a balance between automation and a human touch in digital customer service. Sure, we live in a world that increasingly relies on technology, but at NICE inContact we believe this will only emphasise the qualities that are particular to human communication, not replace them.

The connections between customer experience and loyalty are clear. But let's take a closer look at the actual emotions that inspire loyalty. It's easy to provoke a reaction, but it's important for contact centre teams to focus on the key emotions that are most valuable. So we've narrowed it down to 5 key emotions for loyalty:

Surprise | **Familiarity** | **Relief** | **Gratitude** | **Belonging**



These key emotions encourage customers to come back to your brand because they feel connected and enjoy the different types of interaction they have with the brand, including customer service, the purchase experience and the product itself.



Emotions that inspire customer loyalty

Retention is a central metric for profit and growth. Startups and smaller companies especially can't afford to lose customers. But loyal customers are always valuable, no matter how many you have. According to Forrester, customers are 5x more loyal when they feel valued. You can make customers feel valued by inspiring the following emotions.

1. Surprise

Surprise, as long as it's positive, is very closely related to delight. Agents should try to surprise the customer with the responsiveness, speed, efficacy and personalisation of outstanding customer service. Encourage agents to go out of their way to impress customers. Zappos has done very well with this, and every brand could learn from their example.

The surprise in this regard comes when an agent goes out of their way for a customer, or simply knows the customer well enough to offer tailored service that's also results-driven. There's still plenty of room for improvement for most companies where digital customer service is concerned, so anything that's extraordinary will surprise customers.

2. Familiarity

Despite all of the recent advancements in communication technology, like chatbots and AI, more than half of today's digital customers still want to interact with a human rather than a machine. Chatbots are great for first-level answers and FAQs, but they still can't replicate the human touch and spontaneity that is inherent in interpersonal communication.

Customers want to be treated well, to develop relationships with brands and to feel like a "regular," just like the old days when shopping was exclusively brick and mortar and always face-to-face. Combine that level of personalisation with the agility of social media and you have a winning combination.

3. Relief

Responsive, results-driven customer service that's delivered with an authoritative yet human tone will soothe even the most upset customers. When things go wrong, the customer actually wants to feel better, no matter how angry he or she sounds. Feeling like you're in the hands of someone who knows what they're doing and actually wants to help is key.

How to make it happen? It helps to know if your customer service agents are naturally empathetic. It's also a training issue. Customer service agents on social media should be given some freedom to respond to emotional and conversational cues.

2. Gratitude

If you can deliver Surprise, Familiarity, and Relief, you'll have some pretty happy customers on your hands. And what's even more important is that they'll feel grateful to you for being friendly and great at what you do. The longer you inspire positive emotions, the more grateful your customers will feel and the more loyal they will be.

But gratitude feels best when it's mutual, so be sure to instill in agents a sense of gratitude for their roles. Agents should be inspired to make customers feel grateful and they should be given the freedom to do so, along with the tools to work better.

3. Belonging

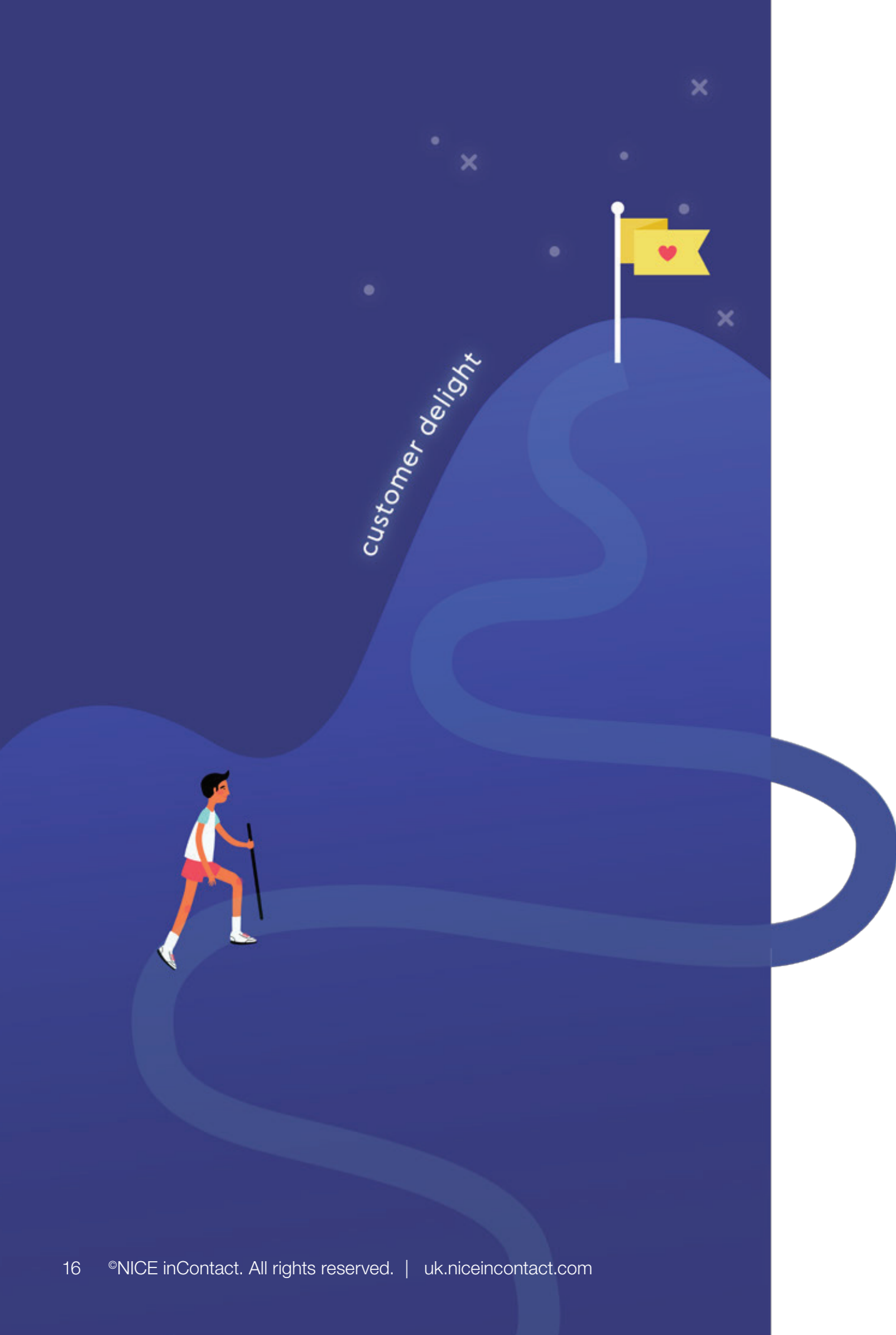
The sense of belonging a brick-and-mortar shop can give to a community is hard to replicate on the internet. But it's not impossible.

By keeping an active presence on social media and giving prompt responses, you can begin to build a community of engaged customers. Then as you deliver great customer service that's tailored to each customer when they need help or when things go wrong, they'll really feel like they belong. Keeping up a lively dialogue with customers by using listening technology to keep tabs on the online conversation is another great way to make this happen.

Software to inspire loyalty

Each interaction between a customer and a brand is a crossroad. It's an opportunity, a moment in time shared between two people. Having the right tools allows customer service agents to know more about the customer on the other side of the interaction. Digital customer service software should use the advantages of technology to allow agents to do what they're really good at, which is being naturally human.





Ten Barriers to Customer Delight (And How Digital Customer Service Helps Overcome Them)

We talk a lot about delighting customers and how great digital customer service software can help agents provide service that customers love, and do so more efficiently.

But we're practical too, and we know that delighting customers isn't an end in itself, because all businesses have to think of the bottom line. But in fact, customers who are emotionally engaged with a brand are more likely to be loyal, and are willing to spend more. So investing into customer delight makes sense, no matter what your point of view.

But there are very specific barriers to customer delight, by which I mean there are very specific things that customers hate about the service status quo. So here's a top 10 roundup of what annoys customers most, and how digital customer service and the right training can solve those problems, leading to more delighted customers and a demonstrable ROI.

1. Slow response time

32% of users who contact a brand on social media expect a response within 30 minutes, and 42% expect a response within 60 minutes. (Source: Forrester)

Solution: Digital customer service works in real time. With the right digital customer service software, agents have the tools they need to respond at the speed of now. Another advantage is proactive listening technology, which allows agents to offer active care and assistance and to reach out to potential customers.

2. Lack of empathy

Customers complain when agents don't make an effort to empathise with their situation. (Source: TransCosmos)

Solution: Encourage empathy. With the right soft-skills training, digital customer service agents get the techniques and freedom they need to communicate with empathy. They'll be better prepared to actively listen to customers and respond in kind rather than reading from a script, which leaves no room to be real. In addition, CRM gives agents more information about each customer, so they can empathise more easily.

3. Canned responses

Scripted phrases such as "your call is very important to us" drive customers crazy. (Source: American Express)

Solution: Personalised language. Again, this is in part a training issue that must be encouraged by management. But social media is inherently social and inter-personal, and agents should be encouraged to use personal language, beginning with first names.



4. No consistency

37% of respondents mention “being passed around” as a primary complaint. Customers want to deal with a single agent from the beginning of their interaction until the end. (Source: UK Mirror)

Solution: Intelligent routing. The right digital customer service solution will include intelligent routing, which means that repeat customers will be routed to the same customer service agents on multiple occasions. This allows relationships to build over time, improving the quality of the service and delighting customers more often.

6. Wrong tone

65% of online customers prefer a casual tone, but it’s more important for the agent to use a tone that’s appropriate to the situation. (Source: Software Advice)

Solution: Tone training. Agents should be encouraged to use the right tone with customers, depending on the situation and the customer. Doing so is easier when agents know more about each customer. It also helps if your agents are hand-picked and properly trained.

5. Channel hopping

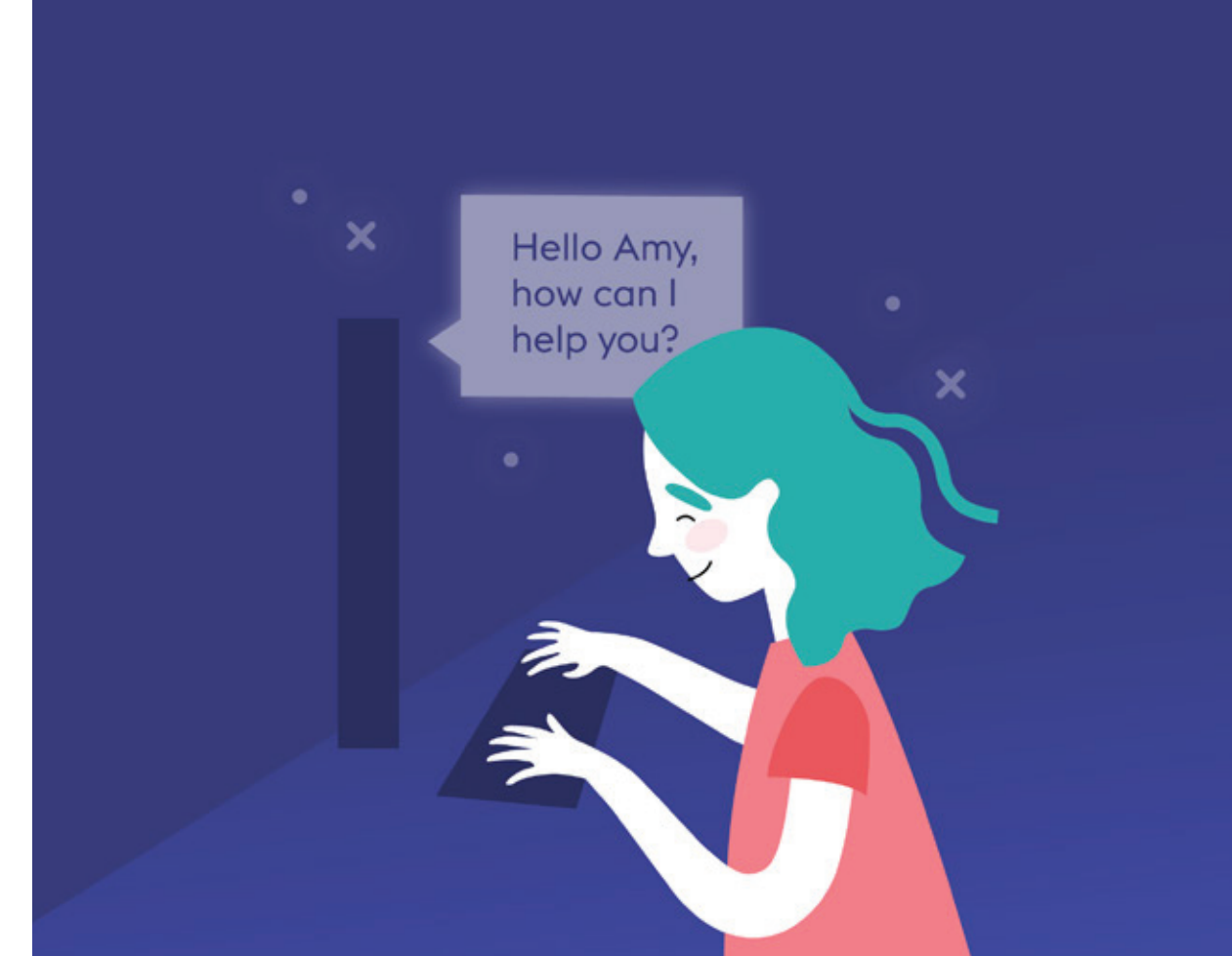
Customers resent having to move through different social media channels attempting to get a response. They prefer companies that offer omnichannel customer service. (Source: eGain)

Solution: Go omnichannel. Brands using digital customer service should first understand which channels their customers prefer, then deliver exemplary digital customer service across all of those channels. This is possible because of the way that digital customer service makes agents more efficient.

7. No apology

When things go wrong, customers expect an apology. Receiving one tends to double their level of satisfaction. (Source: Carey School of Business)

Solution: Apologise when necessary. Customer service agents shouldn’t be afraid of saying sorry. Empathetic customer service is about more than that of course, but there are certainly situations in which the customer expects an apology, and agents should be ready, willing and able to deliver.



8. Repetition

Customers hate having to explain their problem or enter their personal details with multiple agents or on multiple channels. (Source: TransCosmos)

Solution: CRM database of customer info. CRM is one of the most valuable tools a digital customer service agent has. This database of customer information tells agents more about repeat customers, which allows them to serve customers more effectively and in a more personalised manner.



9. No compensation

When things go wrong most customers expect compensation, whether that's a discount or something else. (Source: Carey School of Business)

Solution: Empower Agents: Digital customer service technology gives customer service agents the tools they need to do their job better. And in turn digital customer service necessitates a different approach to customer service KPIs, which gives agents more power and independence than in classic call centres.

10. Lack of personalisation

Customers demand personalised service, and that means everything from knowing their name to knowing about their past interactions with the company. (Source: TransCosmos)

Solution: Human-centric Service: When agents know more about each customer due to CRM, and when management encourages them to take more time with each customer due to adjustments in KPIs, agents are in a better position to offer the truly personalised service that customers demand. The result will be more efficiency in the contact centre and more delighted customers.

At NICE inContact, we know first-hand how the right tools and training can help agents work more effectively and deliver better, more personalised digital customer service. That leads to more loyalty from customers who are willing to spend more.

At NICE inContact, we know first-hand how the right tools and training can help agents work more effectively and deliver better, more personalised digital customer service. That leads to more loyalty from customers who are willing to spend more.

Conclusion

Thanks for downloading this ebook and taking the time to read it. We're always inspired to see the shift in digital customer service toward more personalisation and human-centric communication between customers and brands.

We've designed NICE inContact CXone to help companies like yours offer the personalised, agile style of digital customer service that today's customers demand. We'd love to show you what we can do to improve your business, cutting costs, raising efficiency and leading to more loyalty and a great ROI. Please get in touch to learn more or request a demo to get started today.

[Watch CXone Demo](#)



About

NICE inContact CXone

The digital revolution is in full swing. If you want to keep up with your customers' growing needs and demands, you need a contact centre solution that enables you to address them. NICE inContact CXone, the world's 1 cloud customer experience platform, can help your organisation to be first in your industry by powering exceptional experiences for your customers and your employees. CXone facilitates addressing consumer expectations to stay ahead of the competition by actively taking on and resolving the challenges of the digital revolution. With CXone you can offer your customers the best in class digital experiences they crave, while improving agent engagement and reducing cost.

Do you want to stay ahead of the curve? Let's get in touch! uk.niceincontact.com

NICE inContact

NICE inContact makes it easy and affordable for organisations around the globe to create stand out customer experiences while meeting key business metrics. NICE inContact provides the world's 1 cloud customer experience platform, NICE inContact CXone™, built on an open cloud foundation that is flexible, scalable and reliable for enterprise, small business, government and business process outsourcers. NICE inContact is a part of NICE (Nasdaq NICE), the worldwide leading provider of both cloud and on premises enterprise software solutions.

Resources

A study by HBR shows that emotionally connected customers are 25-100% more valuable than “highly satisfied” customers

74% of customers with positive emotions will advocate, while 63% will be retained. (Source: Customer Think)

Only 8% of customers with negative emotions will advocate for your company and only 13% will be retained. (Source: Customer Think)

32% of users who contact a brand on social media expect a response within 30 minutes, and 42% expect a response within 60 minutes. (Source: Forrester)

Customers complain when agents don’t make an effort to empathise with their situation. (Source: TransCosmos)

Scripted phrases such as “your call is very important to us” drive customers crazy. (Source: American Express)

37% of respondents mention “being passed around” as a primary complaint. Customers want to deal with a single agent from the beginning of their interaction until the end. (Source: UK Mirror)

Customers resent having to move through different social media channels attempting to get a response. They prefer companies that offer omnichannel customer service. (Source: eGain)

65% of online customers prefer a casual tone, but it’s more important for the agent to use a tone that’s appropriate to the situation. (Source: Software Advice)

When things go wrong, customers expect an apology. Receiving one tends to double their level of satisfaction. (Source: Carey School of Business)

Customers hate having to explain their problem or enter their personal details with multiple agents or on multiple channels. (Source: TransCosmos)

No compensation: When things go wrong most customers expect compensation, whether that’s a discount or something else. (Source: Carey School of Business)

Lack of personalisation: Customers demand personalised service, and that means everything from knowing their name to knowing about their past interactions with the company. (Source: TransCosmos)

Nearly 50% of customers say they will stop doing business with a brand that frustrates them. Meanwhile only 32% of those customers will contact the company to complain before taking their business elsewhere. (Source: The Drum)