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 analytics in near real-time to improve outcomes (sold, reduce churn, etc.).

04 Showcase support content

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

05 Prioritize voice of customer analytics

Use speech and text analytics in near real-time to improve outcomes (sold, reduce churn, etc.).

06 Deploy chatbots

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

07 Promote digital self-service

Promote self-service capabilities on 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 finding raw self-service at an index.

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

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