When it comes to delivering modern customer support, there is no such thing as a one-size-fits-all strategy. Consumer expectations are constantly evolving and channels that work well for one brand may not jibe for another.

1. Show love for new and existing customers
   Marketing to new customers is a great way to use proactive messages, but don’t ignore the influence proactive care can have on long-time customers. For example, a wireless company may attract new subscribers with an extremely low introductory rate, but are loyal customers getting left out? Is there potential to update them about new packages or data usage to keep them engaged? Working with customers and finding opportunities for delight are keys to creating loyal brand advocates.

2. Don’t underestimate the power of reassurance and shared urgency
   Proactive support is crucial for “must have” services like utilities or financial services. Imagine that the power goes out and you have no sense of when it will be restored... This is a nightmare situation for customers and power companies alike. Proactive text messaging or voice notifications can eliminate thousands of calls relating to known outages — saving time, money and customer frustration. Showing customers that you’re invested in their concerns can immediately benefit any brand in any industry.

3. Put yourself in your customers’ shoes
   Don’t assume every customer wants to call in for help. People want to interact however and whenever they want, often using several channels at once. The data is all there — from their fitness trackers to Twitter to live chat. Leverage it to understand your customers’ behaviors and to preempt their daily challenges.

Addressing a customer’s inquiry before they know they have one is a major step in improving their overall experience. Explore opportunities for welcome messages, emergency alerts, automated reminders, transactional confirmations and engaging notifications throughout your customer journey to reduce inbound calls, improve customer satisfaction and reduce operational strain.

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