



Proactive Strategies to Decrease Inbound Care Costs

Proactive support ties directly into the omni-channel revolution as a key strategy to invest in, yet many enterprises fail to make it a priority. From sending an SMS/text message when a flight was delayed, to a well-timed email when a package is shipped, proactive support is good for the customer and the organization.



1 Encourage more effective self-service

Research by Sabio and the Customer Contact Association states that around one in four calls to inbound contact centers are unnecessary or avoidable.¹ These calls often address common inquiries that could be easily preempted or automated, like help making or confirming a purchase, clarifying company terms/conditions, or following up to an unresolved issue. Reach out to customers before they need to call. Help them help themselves.

2 Streamline operations and connectivity

Thoughtful multi-channel integration can save your organization a few headaches. Help your customers find the answers they need more quickly. Make FAQs and how-to videos easy to access for self-service. Supplement inbound customer service with strategic outbound channels to lower costs and free agents to engage with more complex inquiries.

3 Improve transparency

Identify common pain points to preempt customer struggles. Develop the appropriate automated solutions and arm customer service personnel with as much insight as possible. Treat your channels as touch-points along one continuous journey to mitigate repetition and disjointed conversation. Even disappointing news is easier to stomach when communication is swift and consistent; the key is to anticipate your customers' needs.

4 Get personal; create delight

Get more personal. Discover your customers' passions. Send promotions that relate to past purchases or use geo-location-based messaging to pinpoint customers. Think beyond retail... Even the healthcare industry can identify and leverage preferences to enhance communication with, for example, well-timed and smartly delivered appointment reminders.

Pre-emptive service can **reduce inbound calls by as much as 30%**, while increasing customer retention rates by 3 to 5%²

Ready to make your customer interactions more personal?
Call us or visit west.com/interactive to get the ball rolling.

¹ Dorman, Stuart. Challenging Demand is the Real Key to Fixing Call Centre Queues. Sabio, April 16, 2012.

² Why Your Company Needs Proactive Customer Service. Maximer, June 24, 2015.