Relying on CSAT as the only customer experience litmus test is selling your brand short. Recent research shows that customer satisfaction (CSAT) alone is not a strong indicator of customer loyalty. In fact, 20 percent of “satisfied” customers surveyed still intended to leave or do business elsewhere. So how can you proactively encourage loyalty from even your most satisfied-yet-fickle customers?

1. **Reduce customer effort**
   Make communication direct and seamless. Leverage data from past interactions, predict user intent, and deliver the answers your customers need the first time they reach out. Less repetition of information means less agitation and more time for your customers to kick back and appreciate your brand.

2. **Invest in your people**
   Your customer service reps (CSRs) aren't robots. Empower them to respond in ways that a machine can't. Dedicate more time and effort to train CSRs and arm them with knowledge about your products and services. Instill a deep understanding of the tools at their disposal and an empathetic approach to diffuse sensitive situations.

3. **Create moments of “Wow”**
   Go above and beyond. Meeting customer demand is a must, but exceeding expectations is quickly becoming the standard. Your customers aren't slowing down. Your competition isn’t slowing down. It’s your race to win. Walk in your customers’ shoes and facilitate conversation that frees them to connect with you on their terms.

4. **Embrace creativity and strategy**
   Don’t shy away from exploring untapped channels and unconventional engagement strategies, but never neglect to think things through. Innovation is only worth the investment if it’s effective. Plus, what works for one customer may cause friction for another. Evaluate the entire user-experience through a customer's eyes, exploring their functional needs and emotional needs. Lean on business intelligence and data analysis to predict and prescribe the next best action.

5. **Get going**
   Determine how proactive communication fits into every customer's daily life. When a flight is delayed, or the power is out, how can you show them you care? How you react to those initial customer doubts and frustrations is going to be what sets your brand apart. Integrate text/SMS reminders. Follow up with a proactive phone call. Fail fast and learn faster.

**A better customer experience won't happen on its own.**
Call us or visit west.com/interactive and let’s get proactive.

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