

## Provide Multichannel Customer Service

### *Questions for Customer Conversations*



Enhance typical customer-service channels with video, chat, mobile content, and social media to create more interactive and collaborative customer relationships.

#### Cisco Advantage

Cisco provides a range of customer collaboration solutions that promote proactive customer engagement by extending traditional call-center technologies with integrated voice, video, and web communications; social media monitoring; and on-demand access to experts.

#### Business Audience

*C-level executives; Vice Presidents and Senior Leadership of Sales, Services, Support, Customer Relationship Management; Managers of Internal and External Help Desks; Head of Web Strategy, Social Media Leadership*

1. What steps are you taking to improve engagement with customers? Customer relationships? Communications?
2. How consistent is the user experience across customer touch points (support channels)?
3. How easily can your customer service teams access customer information across different contact methods? (phone, web, social media, in-store)
4. How often are your service reps able to resolve customer concerns in the first call?
5. Which of your customer touch points are strongest? Weakest?
6. What steps are you taking to improve your service capabilities to respond more quickly to customers?
7. How do your customer service capabilities compare to those of your competitors?
8. How do you use service as a competitive differentiator?
9. How do you track social-media interactions?
10. What is your response strategy when customers post issues in social media venues such as Facebook and Twitter? Who responds? How quickly do they respond? Is there room to improve response time and provide more proactive support?

11. What social media and collaboration capabilities do you offer customers and partners? Internal clients?
12. Which channels can you leverage to share ideas and co-create new products and services?
13. How are you using social media and business intelligence to identify trends and potential opportunities?  
How could you increase your pipeline by using social media as a sales channel?

### Technical Audience

*CRM Architects; Help Desk Managers (internal and customer facing); Head of Web Strategy; Directors and Managers of IT, Networking, Data, Voice Management; Solution Architects*

1. How do you manage the integration of customer information across customer touch points?
2. What social features and functions have you integrated with your customer-service tools and options?
3. Is your organization’s customer and/or product base becoming more complex? How quickly can you adapt existing systems to address these changes?
4. Are you working to converge multiple support technologies to improve customer service and agent productivity?
5. How effectively do your customer interaction tools integrate with your CRM systems?
6. What social media and collaboration capabilities do you make available to customers and partners?  
Internal clients?

### Formulas

- Social media helps you meet customer expectations: 72% of online U.S. adults expect companies to reply to a negative comment on a ratings/review site.<sup>1</sup>
- Social technologies would generate value equivalent up to 25% of the cost base of customer-service operations through more productive call centers and reduced costs per customer contact.<sup>2</sup>
- Multichannel customer strategies increase online sales (48%) and customer satisfaction (36%), while decreasing operating costs.<sup>3</sup>
- Companies using best-in-class multichannel contact center strategies improve their customer satisfaction scores by 19.8% y/y (industry average 7.3%).<sup>4</sup>
- Companies using best-in-class multichannel contact center strategies decrease the average cost per customer contact by 4.7% y/y.<sup>5</sup>

	What percentage of customer issues does your contact center resolve on first contact?
	<i>Companies using best-in-class multichannel contact center strategies resolve 83% of customers issues on first contact (industry average 51%).<sup>6</sup></i>
	What is your current customer retention rate?
	<i>Companies using best-in-class customer management programs have 88% customer retention rate, 23% y/y annual revenue improvement.<sup>7</sup></i>

	What is the average improvement in customer-response time in your contact center over the last five years?
	<i>Companies using best-in-class customer management programs have 16.3% y/y improvement in customer response time.<sup>8</sup></i>

	Average monthly voice call center volume
x \$xx.xx	Multiplied by average cost per voice call
X 90%	
/ 10	Conservative estimate: Move 10% of calls to community
\$_____	Moving even 10% of calls from the call center to a support community could save x in monthly support costs.
	<i>Cost per contact in a customer-support community is more than 90% less than cost per call to a call center.<sup>9</sup></i>

**For More Information**

Go to the Collaboration Use Case Tool & Resources or [www.cisco.com/go/collaboration](http://www.cisco.com/go/collaboration).

<sup>1</sup> Forrester, Taking Social Support to the Next Level, February 2014  
<sup>2</sup> "The Social Economy: Unlocking Value and Productivity through Social Technologies" McKinsey Global Institute, 2014, [http://www.mckinsey.com/insights/high\\_tech\\_telecoms\\_internet/the\\_social\\_economy](http://www.mckinsey.com/insights/high_tech_telecoms_internet/the_social_economy)  
<sup>3</sup> Global eBusiness and Channel Strategy Professional Online survey, Forrester, Nov 2010  
<sup>4</sup> Aberdeen, "Multi-Channel Contact Center: Delight Customers where they Live," November 2014: <http://v1.aberdeen.com/launch/report/benchmark/7006-RA-multi-channel-contact-center.asp?lan=US>  
<sup>5</sup> Aberdeen, "Multi-Channel Contact Center: Delight Customers where they Live," November 2014: <http://v1.aberdeen.com/launch/report/benchmark/7006-RA-multi-channel-contact-center.asp?lan=US>  
<sup>6</sup> Aberdeen, "Multi-Channel Contact Center: Delight Customers where they Live," November 2014: <http://v1.aberdeen.com/launch/report/benchmark/7006-RA-multi-channel-contact-center.asp?lan=US>  
<sup>7</sup> Aberdeen, "Multichannel Customer Engagement," May 2013: [http://v1.aberdeen.com/launch/report/interactive\\_presentation/8488-IP-multi-channel-customer-engagement.asp?lan=US](http://v1.aberdeen.com/launch/report/interactive_presentation/8488-IP-multi-channel-customer-engagement.asp?lan=US)  
<sup>8</sup> Aberdeen, "Multichannel Customer Engagement," May 2013: [http://v1.aberdeen.com/launch/report/interactive\\_presentation/8488-IP-multi-channel-customer-engagement.asp?lan=US](http://v1.aberdeen.com/launch/report/interactive_presentation/8488-IP-multi-channel-customer-engagement.asp?lan=US)  
<sup>9</sup> McKinsey Global Institute



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