



Customer service trends: 5 ways to delight customers and grow revenue in 2022

The rise of mobile phones, social media, 24/7 online shopping and instant delivery platforms like Grab has changed customer service expectations forever. Both consumer and business-to-business customers now demand immediate answers and consistency across all channels. Is your business keeping up?

The long-term trend towards digitalisation in business has been significantly accelerated by the global pandemic. If you are finding it hard to keep up, you are in good company.

In fact, 72% of marketers say meeting customer expectations is more difficult now than it was a year ago¹. And with new tools such as artificial intelligence (AI), machine learning and data integrations on the rise, there are no signs of it slowing down.

With 91% of customers agreeing that good customer service would make them more likely to make another purchase², embracing new technology is a real opportunity to grow your revenue.

Here are five customer service tips to help you adapt to these trends and meet, or even exceed, rising customer expectations to boost your revenue, customer loyalty and repeat business.



1. Work as a united team

76% of customers expect consistent interactions across departments, but 53% say it generally feels like sales, service, and marketing don't share information.²

From resolving problems faster to building stronger relationships with customers, teamwork is essential for providing great customer service. This involves good communication, co-ordinated teams, cross-training and having a unified view of your data.

2. Listen, and respond, to customer feedback

Taking the time and setting up the systems to listen to your customers and understand their issues is a great way to discover new opportunities. But listening really only adds value if you have a process to translate that valuable feedback into business or product improvements.

An end-to-end customer relationship management (CRM) system will allow you to be constantly collecting new data as you communicate with your customers, and share this data with the rest of your team. This data can then be analysed to help you provide a better customer experience.

3. Be where your customers already are

83% of customers expect to interact with someone immediately when they contact a company, and 82% expect to solve complex problems by talking to one person.²

Whether it's phone calls, text messages, social media, online forums, live web chat and more, customers have many different ways to get in touch with your business, and customers expect a prompt response.

Having an omni-channel digital CRM platform enables you to engage with your customers where they are comfortable, and capture that data to gain a complete view of your customer interactions. Your team will also have access to the same data to streamline future interactions.

4. Empower customers with self-service tools

Rather than waiting, there has been a growing trend towards customers preferring to find their own answers day or night. In addition to knowledge-based articles, community forums and other self-service features, there has been a rise in more sophisticated tools such as chatbots powered by AI. Self-service portals not only save you staff time, but they can teach customers new skills, boost site traffic, and can be particularly valuable when it is used in conjunction with personalisation.

5. Understand your customers

79% of service professionals say it's impossible to provide great service without full customer context.³

Customers love to feel valued, and the more you know about their needs and wants, the better you can meet their expectations. By deploying a CRM system that brings these five elements together, you can track the history, purchasing behaviour and preferences of your clients to personalise your customer interactions, marketing and even products.

Let's put your customers at the centre of your business

At Beryl8, we can help you build relationships with clients and employees using Salesforce. Designed specifically with customer service and support in mind, Salesforce Service Cloud enables you to have everything you need at your fingertips to help your customers across every available channel and provide them with better self-service resources. Salesforce Marketing Cloud helps you automate your campaigns, analyse results and uncover insights.

***About:** Beryl8 is a Digital Transformation Consultant in Thailand and Vietnam with a comprehensive offering in CRM, analytics and digital technology, specialising in the Salesforce platform. Beryl8 is the only Salesforce Ventures Portfolio Company in ASEAN. We partner with businesses to drive digital transformation with passion, innovation and integrity.*

To learn how an all-in-one CRM solution can help your business, get in touch to arrange a no-obligation discussion.

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Sources:

¹ Salesforce State of Marketing, August 2021

² Salesforce State of the Connected Customer, October 2020

³ Salesforce State of Service, Fourth Edition