

5 Top Customer Service Articles For the Week of April 23, 2018

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Each week I read a number of customer service and customer experience articles from various resources. Here are my top five picks from last week. I have added my comment about each article and would like to hear what you think too.

The Secret To Superior Customer Experience by Denise Lee Yohn

(Forbes) It's no surprise that greater employee engagement leads to better customer experience (CX). It makes intuitive sense and data proves the point.

My Comment: I'm a big fan of Denise Lee Yohn. She is a branding expert, and now she shares some insights on creating superior customer experience, which starts with the self-motivation of great employees. Amazing employees typically enjoy the interactions they have with customers, frequently do more than what's expected, and have a customer-first mindset.

A Checklist for Superior Customer Service by Paul Selby

(CustomerThink) Are you a list maker? I am. I love to make a list. The more lists, the better. And the satisfaction of checking things off those lists? What an amazing feeling.

My Comment: Paul Selby from ServiceNow shares his "checklist" on what he believes will create "superior" customer service. The ten ideas are simple, yet powerful. And, by the way, simple doesn't always mean easy. When it comes to customer service, simple means clear and easy-to-understand. I'm sure you'll enjoy Paul's list.

The Mechanics Of Customer Satisfaction: DMA Study Cites Obstacles And Goals **by Ray Schultz**

(MediaPost) Brands are trying to improve their customer experience. But they are hampered by problems ranging from lack of data to siloization, according to "Elevating the Customer Experience," a study by Winterberry Group presented by the Data & Marketing Association and sponsored by Pitney Bowes.

My Comment: A study by Data & Marketing Association, sponsored by Pitney Bowes, indicates that 96.6% of professionals say elevating the customer experience is a business priority, with 57% call it the top priority. Is your company in that 57%? Another interesting stat: personalization is a big area of opportunity. 80% of customers will leave a brand as a result of a poor personalized CX. And, there are plenty more stats and facts, as this article is full of them.

AI – Customer Experience Friend Or Foe? by Dave Campbell

(Retail TouchPoints) Today's AI is more intelligent, contextual and can understand a customer's intent to help them get to where they need to be.

My Comment: Is AI a friend to the customer experience (CX), or is it a foe? I'm in the camp that used the right way, AI is a great asset to CX. This short article sheds some light on the power of AI, when used correctly. It gets customers the right information at the right time. It helps ease the incoming requests and questions for agents. And, it helps create a tailored/personalized experience.

3 Ways to Put the Human Element into Customer Experience by Bruce Temkin

(CRM) Recognizing and celebrating our collective humanity is more than a lofty goal—it's good business.

My Comment: Bruce Temkin is a customer experience guru, so anything he writes, I like to read. With all of the talk about AI, this year's theme in the CX community, according to Bruce, is the "Year of Humanity." Almost every conference I attend is talking about the balance between digital and human. In this short article, Bruce gives us plenty to think about on how we can improve humanity as CX professionals.

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