

## WSJ | BUSINESS

# 3 Ways Great Customer Service Can Help Grow Your Business

Do more with less, using proactive communications, self-service, and unified data.

By Jake Burns, Enterprise Strategist, AWS

The recent market downturn has many of us feeling uncertain and finding ways to do more with less. Modern organizations are taking advantage of the cloud to keep customers happy and employees energized, all while efficiently using scarce resources. Nowhere is this truer today than in customer service organizations.

According to International Data Corporation (IDC) research, customer experience programs, like customer support, are one of the three top technology priorities in a post-pandemic world.<sup>1</sup> Leaders are prioritizing customer service investments to improve efficiency, prevent agent burnout, lower costs, and improve customer satisfaction. Boston Consulting Group reports companies with the highest customer satisfaction scores have generated twice as much shareholder value over the last 10 years relative to those with average scores.<sup>2</sup>

Based on my work with business leaders, there are three key ways organizations are driving efficiencies in their customer service organizations to grow in a changing business environment: proactively engaging customers, offering self-service options, and unifying data to drive results.

### 1. Proactively engage your customers

According to Gartner, by 2025, proactive (outbound) customer engagement interactions will outnumber

reactive (inbound) customer engagement interactions.<sup>3</sup> This includes notifying customers about things like appointment reminders, fraud alerts, and order statuses through channels like phone calls and text messages. But reaching thousands of customers can be time-consuming for agents.

To address this concern, business leaders are turning to the cloud to help automate outbound customer communications with lower-cost tactics to proactively address customer questions before they reach the contact center. This means existing staff can focus on higher-value customer experiences and business goals.

***By automating outbound customer communications with lower-cost tactics, you can proactively address customer questions before they need to reach out.***

Accenture recently helped a state Medicaid agency manage health insurance enrollment calls to residents and healthcare providers. Using **Amazon Connect**, the agency is able to reach out with text message and phone call enrollment reminders. Automation helps the agency reach a large population quickly, and machine learning-powered voicemail detection ensures an agent is connected only when a resident or provider picks up the call. As Shawn Hatton, senior

technology delivery manager at Accenture, shares, “With outbound campaigns, the calls are placed automatically, increasing overall agent bandwidth and taking 80% less time to complete the same number of calls.”

## 2. Offer customers convenient self-service options

When an organization experiences high contact volumes, like during a power outage or supply chain disruption that impacts product shipments, a cloud contact center can empower customers with self-service options that allow them to resolve issues quickly and easily. This goes a long way toward building customer trust and loyalty.

That’s why **Fujitsu**, a global IT services company, shares important IT status updates with their customers using AWS technology that converts written messages to lifelike speech across more than 15 languages. If wait times are too high to talk to an agent, customers can choose to receive a callback or use alternative self-serve channels rather than waiting on hold.

Alex Sanchez, head of global delivery networks at Fujitsu, shares, “The Amazon Connect features we’ve implemented have helped improve our customer experience. We’ve reduced the need for customers to wait on the phone because they have alternative channels to find solutions.”

## 3. Unify your customer data to deliver better results

It’s challenging to drive business efficiency if data lives in different places. Connecting data like customer preferences, previous interactions, and product purchases is possible today with the cloud. Contact center managers and agents can even use analytics and customer sentiment analysis to efficiently serve customers in real time.

***Connecting data like customer preferences, previous interactions, and product purchases is possible today with a cloud contact center.***

**Convoy**, a leading digital freight network, is focused on reducing waste and inefficiency in trucking, so it was a logical fit to drive more efficiencies in its contact center to provide world-class support to its customers: the retailers and manufacturers shipping goods and the small business trucking companies moving those goods.

Using **Amazon Connect’s** reporting functions, Convoy is able to ingest contact data from its network into business intelligence tools, providing access to real-time contact center analytics. This increased visibility has helped Convoy improve its call escalation process when a customer needs additional support. With Amazon Connect, Convoy has seen a nearly 50% increase in escalated calls answered in less than one minute, ensuring the digital network operates smoothly for its customers on every shipment.

## Flexibility with the cloud

Driving customer service efficiency is a continuous opportunity as customer expectations, agent needs, and business environments change. The cloud is powering a new wave of opportunities for proactive customer engagement, self-service options, and unified data, helping organizations grow their business by delivering better customer experiences.

**To discover more ways to drive customer service efficiency in the cloud, [click here](#).**

**To read all the pieces in our “Contact Center in the Cloud” series, [click here](#).**

### Sources:

<sup>1</sup>Whalen, Meredith, “Adapting to the New Competitive Forces in a Post-Pandemic World,” IDC Directions, March 2021.

<sup>2</sup>Poddar, Bharat, et alia, “CEOs Need a Customer Experience Revolution—Not an Evolution,” Boston Consulting Group, Aug. 2, 2021.  
<https://www.bcg.com/publications/2021/customer-experience-as-a-business-imperative>

<sup>3</sup>Manusama, Brian, et alia, “Predicts 2021: CRM Customer Service and Support,” Gartner Research, Dec. 1, 2020

GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.