

A hand is shown moving a wooden block with a smiley face. In the background, there are other wooden blocks with different facial expressions: a neutral face and a sad face. The background is a blurred blue and white.

8 Indicators

That Suggest You Need to
**Revamp Your Customer
Care Practice**

Providing high-quality customer care is one of the most important priorities for an eCommerce company today. Strong performance leads to greater retention that ultimately protects the bottom line. If your business is lacking in customer service performance, you need to step up and correct that deficiency as soon as possible.

The following are eight signs that it's time to enact a service turnaround:



1. You're Preparing To Enter a New Market

Assuming that your current customer care team will be able to maintain high standards when entering a new market is not a safe bet to make. Taking your eCommerce operations across borders means fielding further queries and handling requests from customers who bring a whole new perspective and set of expectations.

Your company could make a poor impression on its new target customer base if your service personnel are unprepared to deal with their most common worries and pain points. Therefore, a customer care refresh is warranted whenever you open up a new market.



2. You Lack Tools to Connect to Today's Consumers

Customers today have many ways to connect with the companies they buy from, and their expectations have evolved in step with technology. If your audience can't reach your brand through online chat—with or without automated chatbots—or your personnel isn't active on social networks, shoppers may become frustrated with their inability to get questions answered. Plus, your missing out on the opportunity to proactively target new customers through these sales channels.

Expecting consumers to seek out your company and use a legacy communication method such as an old-fashioned phone call is putting too much of a burden on those individuals. You should offer a wide variety of popular contact channels, meeting your customers where they are instead of making them come to you.



3. KPIs are Nonexistent, and You're Not Leveraging Data

Your customer care team can and should use data to fuel decisions and improve performance over time. If you're not keeping track of key performance indicators from every call and other interaction, any suggestions or changes in processes will be anecdotal rather than analytical and accurate.

Using data to make meaningful customer service changes is a vastly better method than trying to solve problems on intuition. Not only does a KPI-based improvement strategy create more accurate recommendations, but it also allows you to determine whether your changes have had an impact through real-time monitoring of those same measures.



4. Customer Retention is Down

One of the clearest signs that your customer care operations are in trouble is a simple decline in customer retention. While it's not certain that customer service is to blame for such a change, you can and should investigate further. Sending out surveys to your customers, asking them to rate their experiences is one way to determine where improvement is needed.

If your customer care operations are not even advanced enough to deploy those audience surveys, your first step is to install a new program that can take useful polls of opinions and preferences. The results of those surveys will give your team a clear set of objectives to pursue next.



5. Your Teams are Trained at Order Taking vs. Order Making

If you have a team of customer service representatives who are only skilled at transactional matters, that's a sign you need to make customer service upgrades. Your personnel should be full-on ambassadors for your brand, cross-selling related products, and upselling to boost order value. When you can't achieve these goals, you may be leaving money on the table.

In the business-to-business eCommerce sector, where extended negotiations are common and sales processes may lead to lucrative long-term contracts, these skills are especially necessary. Your personnel should be able to anticipate and deal with client needs during early communication with a potential client, during the sale process and after the purchase is complete.



6. The Customer Service Technology isn't Providing a 360° Depiction of the Customer

Do you have the right technology to power your customer service team? If not, representatives may be missing out on insights that can make them far more effective at resolving issues and keeping consumers happy. The ideal tech for customer care involves the creation of individual profiles that contain every piece of a customer's history - present and past orders, notes on interactions, behavioral data, and more.

When customer service personnel can pull up a complete record of customer interactions immediately, they'll have to ask fewer questions to get to the heart of an issue. Shoppers will appreciate the timeliness and relevance of the service provided, even if they don't know how much data is going into the interaction.



7. Your Discounts and Special Offers Often Go Unnoticed

If your company is running promotions that just aren't breaking through to consumers, it's worth investigating why this is happening. Sometimes the fault lies in a negative customer service experience that causes shoppers, to purposely disengage with your company.

Surveying and personally following up after a sales transaction can help mend the relationship and build trust again. This increases customer engagement and the likelihood that you can win back customers through promotional offers.



8. You're Receiving Fewer Referrals

When customers are pleased with your company, they'll recommend your brand to their friends and family. Happy customers help build the bottom-line. If you find shoppers aren't telling other people about your company, dig into your service department's performance. You may discover that customer care operations aren't living up to their potential. Improving your representatives' performance can then have positive effects including a rebound in referrals.

*Let Jagged Peak enact these changes and transform your customer care operations for the better. **Serving your customers is too big a priority to overlook or ignore.***