

# Five Methods of Gaining Customer Loyalty and Creating Business Efficiencies

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November 2011



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# Introduction

Effective customer communications have evolved from cumbersome interaction channels towards sleek multi-channel contact points, with a key focus on 'effortless interactions'.

Organisations that fail to proactively consider their customer's service expectations, risk losing that customer.

With the consumer landscape rapidly changing, research indicates that 86% of consumers will stop doing business with an organisation because of a bad customer experience, directly relating to customer advocacy and loyalty.

However, these findings contradict the basis of running a profitable business and as such, many organisations across a number of verticals are turning to technological solutions to drive customer loyalty and create efficient business processes.

As the telephone continues to be a preferred contact method for many customers, the dilemma of effectively servicing customer demands such as retrieving desired information quickly, extending operating hours and being able to speak to a 'real' person, is a real delivery risk for organisations.

The following are five methods that organisations should consider when reviewing the effectiveness of their customer communications:

## 1. Provide a Seamless Customer Experience

Many organisations have deployed speech recognition solutions to service increasing customer demands. Unfortunately, some organisations have focused on deploying them primarily to cut costs to drive business benefits; detrimental to customer satisfaction.

However, in today's market, it is imperative that organisations focus on customer experience and what customers want is a choice of how to communicate with organisations; they want this interaction to be effortless.

## 2. Increase Accuracy

Accuracy in a deployed solution is key to customer acceptance; the more accurate it is, then the increased likelihood of it successfully servicing customer demands.

This is achieved by engaging customers in a natural dialogue by asking open-ended questions, ensuring that the customer can 'say' the reason for their call and be transferred through to the correct department or customer service representative.

"How can I help you?" is the question that [Salmat's Call Steering](#) solution asks customers.

## 3. Test, Analyse and Improve

To continue engagement with customers throughout the consumer lifecycle (and to maximise purchasing opportunities) organisations should continuously measure customer feedback.

Implementing consumer surveys that provide both qualitative and quantitative research methods will ensure that satisfaction levels are accurately analysed. However, cost-effectively carrying out these surveys often prevents organisations from the business advantages often achieved through them.

Deploying a system that eliminates the need for human engagement and the necessity to outsource to expensive agencies can reduce associated costs. A fully optioned speech recognition survey may be the answer.

Salmat's call surveys and questionnaire solution, [Call Survey](#) ensures that organisations have a choice in their customer surveys.

## 4. Retrieve Information Quickly

Society today places huge time pressures on individuals. This consideration should be emphasised when implementing a customer service solution as time-poor people do not wish to spend large periods of time retrieving their desired information.

Many customer requests are as simple as “what are your opening hours?” or “what is the nearest location of this outlet/store?” By automating these simple questions using an intuitive speech recognition solution, customers can quickly get the information they want and organisations can effectively service their customer needs whilst improving operational efficiency.

Salmat's information retrieval solution, [Store Locator](#) enables simple customer queries to be easily answered.

## 5. Improve Agent Efficiency

A large portion of incoming calls to an organisation can be categorised as repetitive and non-transactional based.

Automating the simplest of transactions such as basic “switchboard” calls to desired individuals and ensuring that the agents are armed with the most relevant information about the customer when they do answer higher yielding calls, will not only improve agent efficiency but will also improve the service that customers receive.

Salmat's [Call Connect](#) solution effectively directs these simple requests.

Customers can now access individual organisations on a 24x7 basis. In addition, simply providing the reason for the customer's call by ‘whispering’ the customer's request to the agent prior to them taking the call, the agent can handle the call more effectively, again, directly impacting upon agent efficiency and effortless customer interaction.

Salmat's [Call Whisper](#) solution transfers the call reason to the agent, providing a better experience for the customer.

# Conclusion

Organisations that embrace these solutions will not only see immediate results with their customer service levels and more effective business processes; they will also cut costs in the long term and gain loyal customers.

# About Salmat

Salmat Speech Solutions has developed voice self-service solutions since 1998 and today is one of the most experienced and successful application developers and systems integrators in the industry focusing on automated and scalable voice enabled caller identification and verification (ID&V) solutions to deliver an improved customer experience, enhance security and create business efficiencies.

Salmat's speech solutions clients include: National Australia Bank, Suncorp, Westpac, ahm, Ticketek, Child Support Agency, TelstraClear, Standard Life, Australian Hearing, New Zealand's Ministry of Social Development, Inland Revenue Department and Tabcorp.

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