help*shift*

Your Digital Customer Service Platform Checklist

As channels proliferate, customer service teams will need to pick and choose the communication channels that can offer the best experience for the customer as well as the highest levels of operational efficiency.

When evaluating platforms, ask yourself if the solution at hand checks the following boxes.

☐ **Simplify interactions for agents with a unified workspace**
Make your agents lives easier by having them work out of a single workspace, regardless of how many channels of support are available. Email, live chat and messaging-based tickets should be accessible from the same dashboard for maximum productivity.

☐ **Feature asynchronous messaging as a primary channel**
Your customers should be able to message back and forth with your agents at leisure like they do on messaging apps with their friends. They should be able to review their conversation by being able to scroll up and see conversation history.

☐ **Successfully enable high levels of ticket deflection through advanced self-service**
High levels of ticket deflection can be achieved through knowledge base optimization and answer bot. When these tools are used strategically, ticket deflection rates can exceed 90 percent.

☐ **Accurately and automatically route tickets to the correct agent**
By leveraging machine learning to classify issues based on existing data, and by using automations to route these issues after they are categorized, agents will have a higher likelihood of being assigned only those tickets that are relevant to them. That means customers won't need to be transferred from agent to agent to get their issues resolved.

☐ **Reduce time to resolution through automation**
Leading brands can automate more than 50 percent of their customer service operations today. By utilizing capabilities like AI-powered issue classification, bot-based information collection and automated workflows, brands can reduce service costs dramatically while being able to level up their customer experience through speedier resolution.

☐ **Allow agents and bots to seamlessly work together on tickets**
Bots should be enabled to collect routine information and automate certain predefined workflows. By using bots to take care of these rote tasks, agents will have more bandwidth to focus on higher-level, complex tickets. Bots should be used as a tool that augments agent performance so that overall customer service processes are more efficient.

Together, these capabilities pave the way for your brand to support and communicate with your customers in the way that they communicate with each other — asynchronously. Once you have achieved this level of sophistication in your customer service organization, you will be well on your way to offering one of the best customer experiences available on the market today.

Learn more about leveling up your digital customer service with this 2019 toolkit.