

# Don't Make Your Customers Wait for Help

More than 75% of customers want to self-serve  
Why it's time to rethink your customer service strategy

A HELPSHIFT WHITEPAPER  
BY ELAINA RANSFORD

# 75%

of consumers think companies should make answers to all their common questions available via smartphones

Source: Sprinklr



*BargainFox*

## Enable Customers To Help Themselves

**S**elf service usage increased from 67% to 76% between 2012 and 2014, according to research by Forrester. Today, three quarters of consumers think companies should make answers to all their common questions available via smartphones. Consumers don't want to be routed through long hold times, multi-day email lags, or incompetent in-store customer service reps. They want to help themselves.

This trend is not unique to customer service. The rise in [BYOD](#) and flexible, remote work schedules exemplifies the overall trend towards individuals being self sufficient, both in the workplace and in their personal lives. So how do you help a customer who doesn't want your help?

Consumers no longer crave a chatty, warm, personal interaction when they are buying something; instead, they want fast, seamless interactions that are made so through personalization.

This is particularly apt when it comes to FAQs, which customers are increasingly turning to. While originally FAQs were one of the most impersonal help sources-- a list of answers based on the most common questions-- they can now be tailored to the user's context, especially on mobile. The FAQs the customer sees can be specific to their device type, language, location, and even more specific factors like behavior and loyalty. Frequently asked questions are no longer the ones asked by everyone, they're the ones asked by people like you.

helpshift



By 2020, the customer will manage 85% of its relationship with an enterprise without interacting with a human.

Source: Sprinklr

*BargainFox*

## Make Mobile FAQs Easy

**K**ate Leggett of Forrester writes, “Your customers just want an accurate, relevant, and complete answer to their question upon first contact so they can get back to what they were doing before the issue arose. [Our data backs this up](#): 53% of US online adults are likely to abandon their online purchase if they can’t find a quick answer to their question; 73% say that valuing their time is the most important thing a company can do to provide them with good online customer service.

It’s no wonder that customers increasingly leverage self-service and agent-assisted digital communication channels for customer service, as these channels have the least amount of friction.”

By 2020, the customer will manage 85% of the relationship with an enterprise without interacting with a human. This means that communicating with the non-human (in this case the FAQ) should be as painless-- more painless, in fact-- than interacting with a person.

**Make It Searchable.** When FAQs are intelligently searchable (like Google), they minimize the time that a customer spends looking for an answer. Furthermore, this searchable format is intuitive to users-- they already search their phones through spotlight with it, and are accustomed to seeking information through Google with it.

**Give Screenshots.** It’s easiest to understand something when you can see it. Make sure your mobile FAQs include screenshot directions so that the user can visualize what they need to do.

**Make It Relevant.** As we described above, one of the most important factors in creating an effective FAQ is having it be tailored to the user. Don’t show an iOS user an FAQ related to Android.

helpshift



By 2018, 50% of customer service agent interactions will be influenced by real-time analytics.

Source: Gartner

*BargainFox*

## **We Don't Need To Humanize Our Customer Service; We Need To Personalize It**

**A**s customer service becomes increasingly reliant on chat services and self service, having real time analytics will become increasingly easy. As we become more reliant on technology for our customer service interactions, we need those interactions to be personalized based on data. This means having information about how your customer interacts with your brand readily available to inform how you help them. Self service and FAQs don't need to be humanized; they need to be personalized.



44% of companies see “customer service/experience” as the primary way to differentiate themselves from the competition.

Source: Forrester

*BargainFox*

## Customer Service As A Competitive Advantage

**F**ewer than half of all companies see customer service as a primary competitive differentiator; and yet, when we take a look at the experts-- the world's most beloved and successful companies-- they have all used customer service as a key facet of their brand. It's not just because they want to satisfy their customers, though; it's because customer service is tied in directly to making their product better. When you look at Amazon, Apple, Uber, or Airbnb, they're all:

- Data Driven
- Feedback Driven

Great companies have feedback loops from customer service/reviews directly related to product iterations. They use customer service not just as a place to address problems, but as a place to learn and improve their product. As customer service moves onto mobile and the web, running analytics on it to both improve service and improve the product will become easier. The competitive advantage will lie both in providing excellent customer care, and in translating this customer care into creating a product that customers love.