



# 7 Steps from **OLD** to **NEW** Customer Service or Customer Experience?

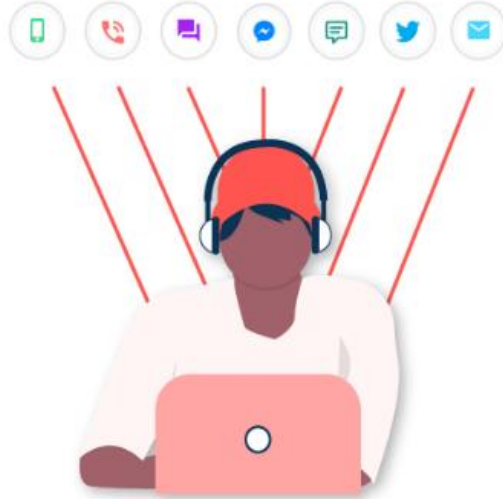
Mihalis Ziglis  
Management Consultant  
Partner | Advisory Services  
PLANNING SA

It's not enough to be available on all channels, customers should have the freedom to move between channels throughout their engagement with guaranteed consistency.

## Multichannel Support



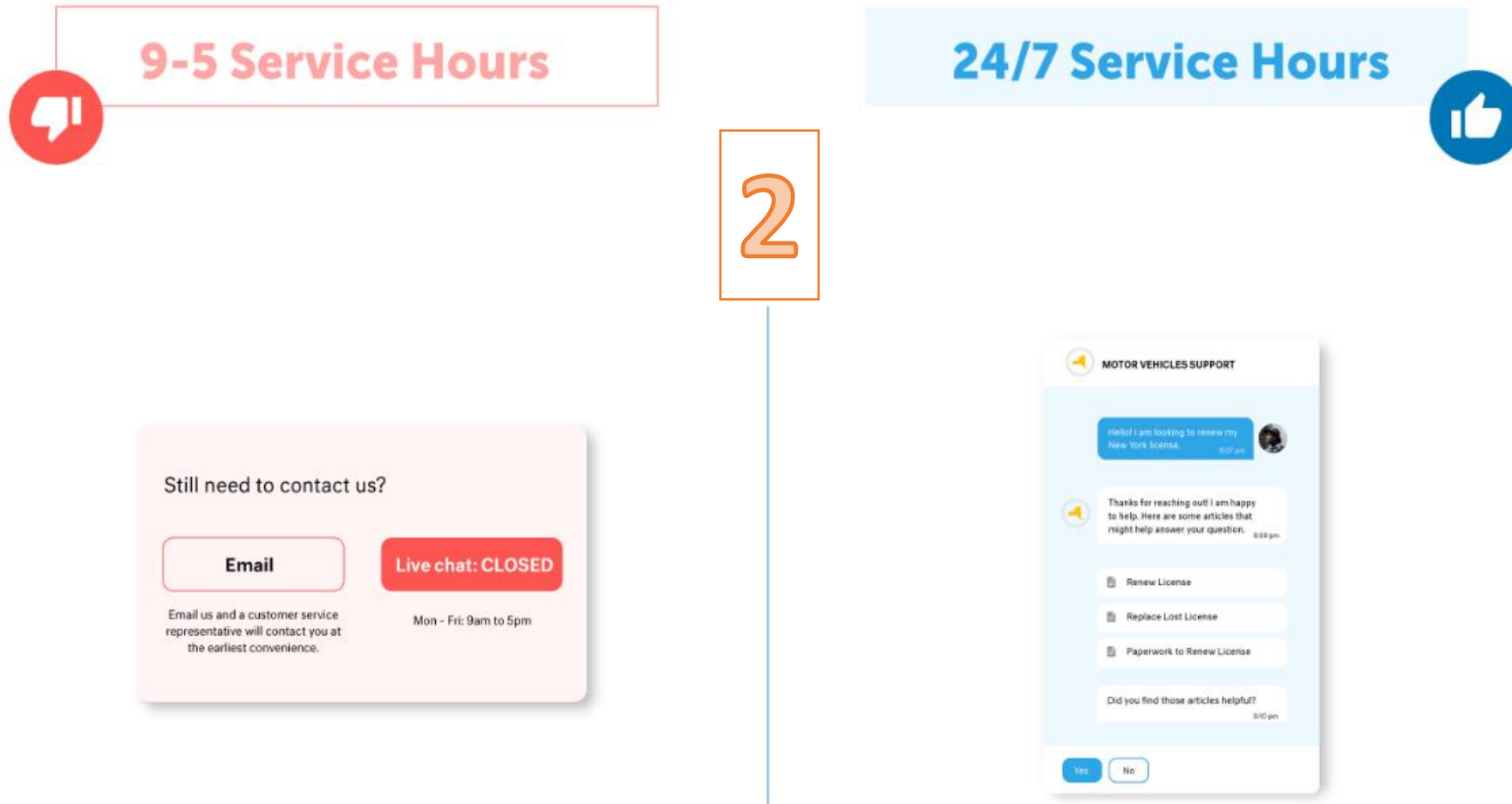
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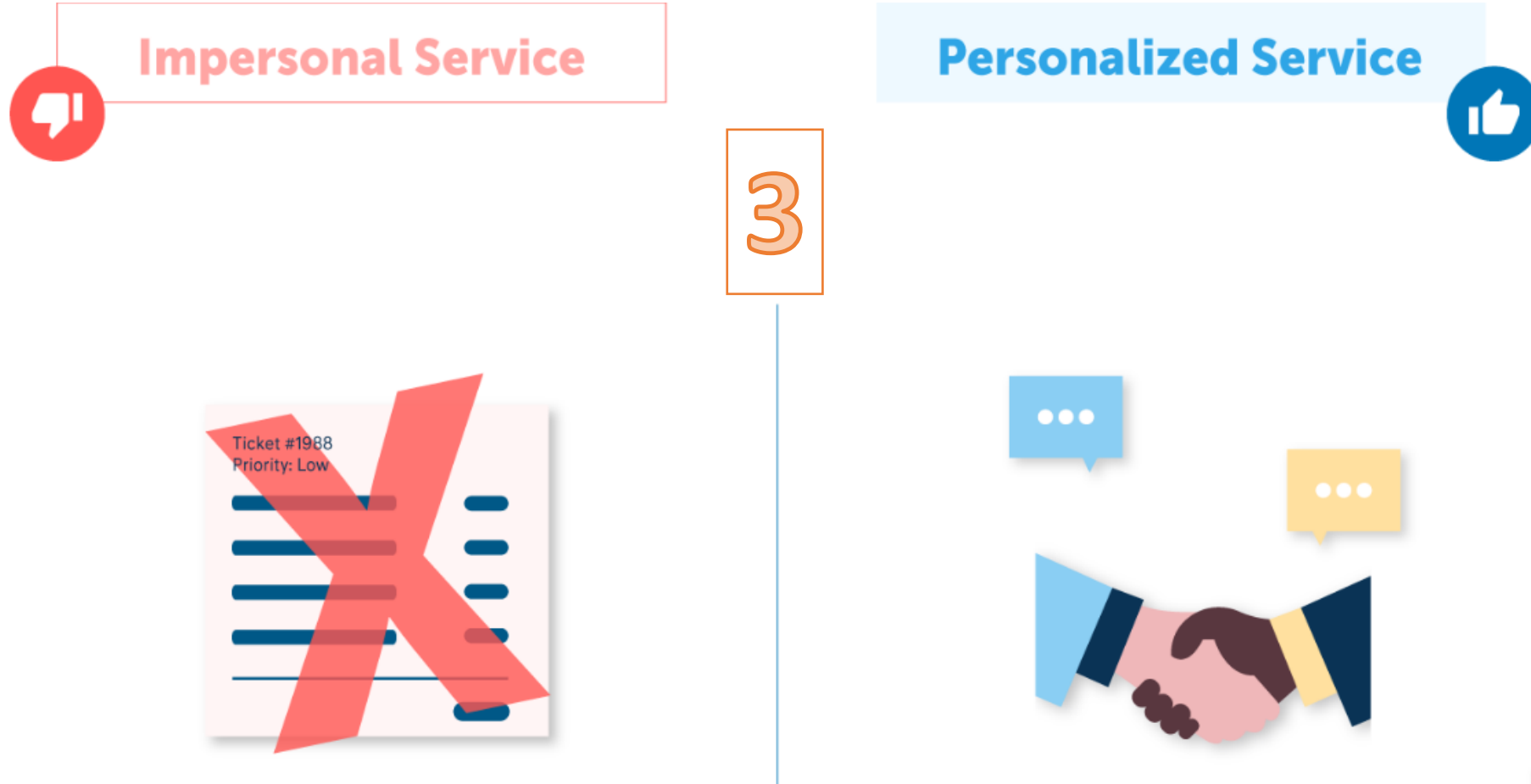
## Omnichannel Support



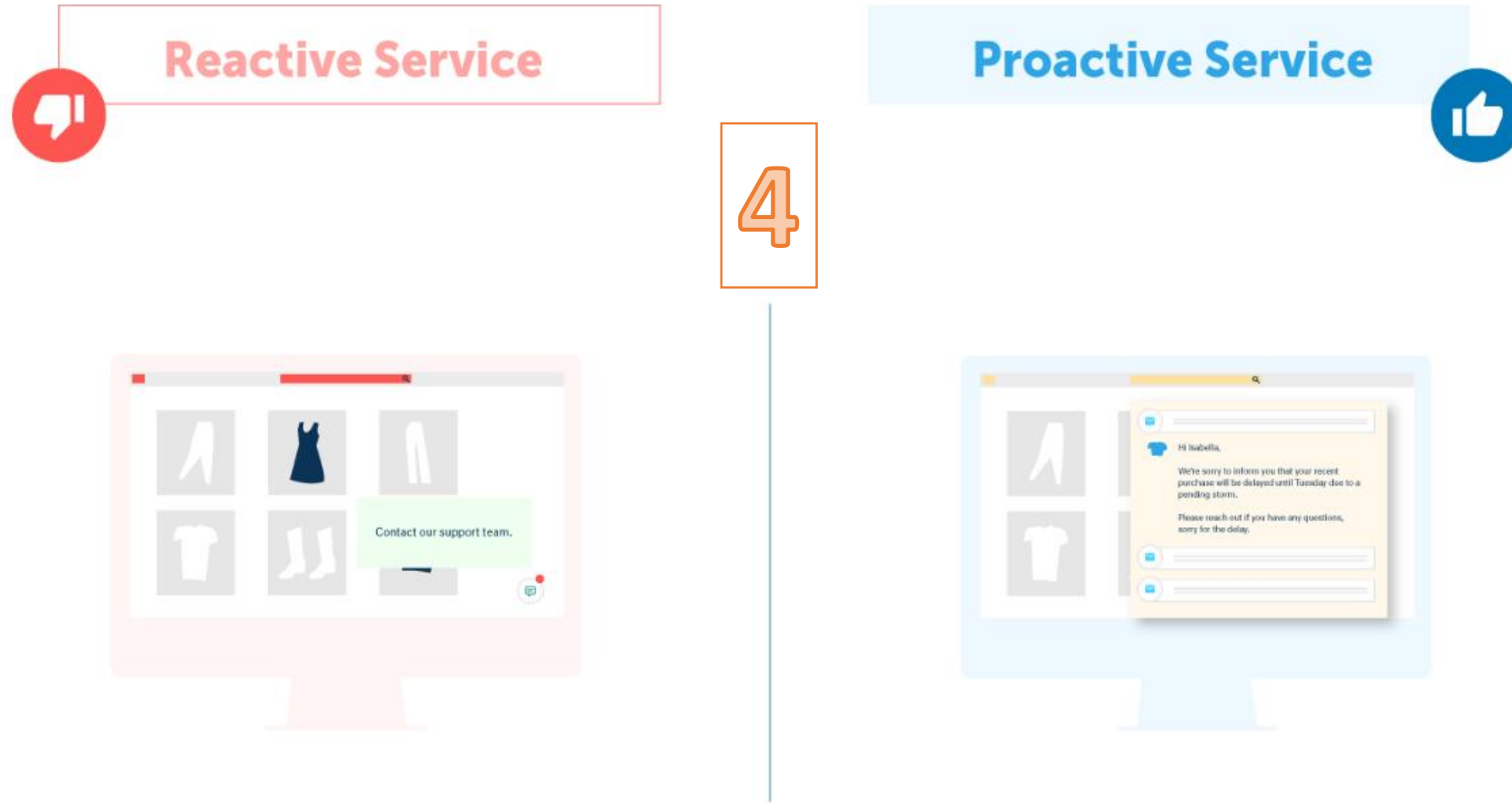
Customers don't work on your schedule. Leverage technology tools like chatbots, auto-responses and knowledge base deflection to fill in the gaps.



Treating customers like tickets is so ten years ago. Today's leading brands know everything about their customers and personalize how they interact.



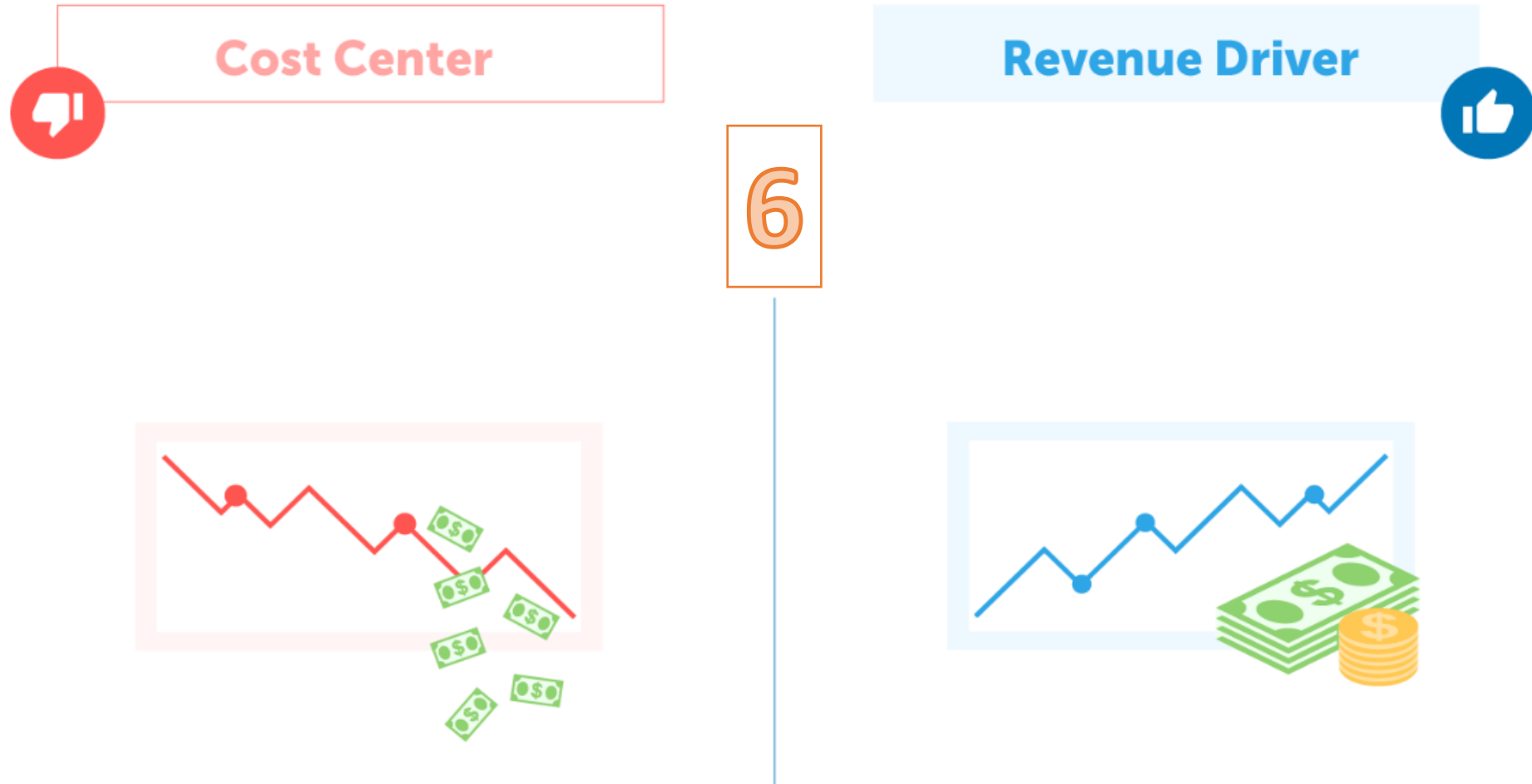
**Customer service isn't here to simply put out fires. Stop fires before they start,  
and surprise and delight customers, with proactive outreach.**



**Siloed third-party data means an abundance of wasted time. With unified data in one system, customers get helped quicker and agents' lives are made easier.**



By focusing on delivering an exceptional customer experience, and proactively retaining and upselling customers, support teams can turn into powerful revenue drivers.



Using outdated technology built for an outdated buyer means the customer experience is harmed. Leverage modern day CX tools to wow customers without breaking the bank.

## Outdated Technology



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## Modern Technology

