

# Customer Experience has Overtaken Product

Most customers already agree that the service a company provides is more important than its product.

How many bank branches will remain closed after the pandemic? People have got used to doing things digitally and will expect to be able to continue doing so. When customers call you, it's often with issues that have high emotional stakes for them.

These are vital interactions in maintaining – or losing – customer loyalty. Your brand must get these interactions right. As we become increasingly digital, call spikes are going to happen more and more often. Voice will become your customer's primary means of contacting your brand.

But the stress of call-spikes doesn't have to be your normal. Monday doesn't have to be a nightmare! The technology and processes exist to manage them properly.

Here's what you can do to mitigate the next one.

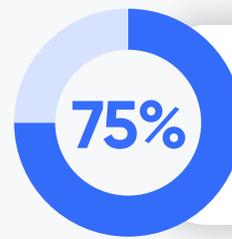
## How to Prevent Call Spikes in Your Bank

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### Prepare and Train your Team

Your best defense against call surges is preparation, because there isn't much time to respond once it hits. What strategies do you have in place to ensure that the customer experience doesn't suffer when call spikes inevitably occur?

Sit down with your team-leads, management, and any other stakeholders to determine your crisis action plan. It should include emergency extended hours, templated responses for certain issues, pre-determined 'crisis partners' and even pre-recorded emergency handling IVRs.



of customers believe it takes too long to reach a real person.

-HELPSCOUT

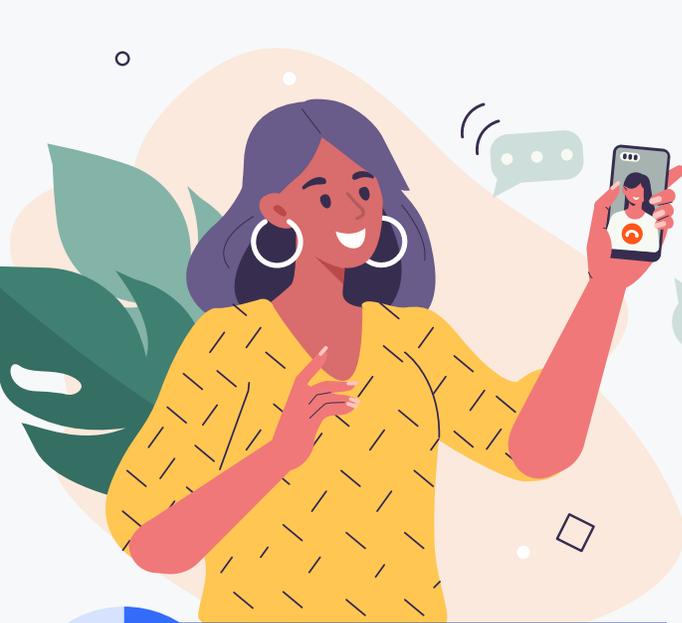


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### Invest in Workforce Management Tools

Balancing staff scheduling is the core of the contact center manager's job. And data is key to predicting when call spikes will occur, and how many agents you'll need to handle them.

The important thing to note with tracking is that it's an ongoing process. Invest in technology that makes this continued improvement easier to execute.



63% of US consumers will stop doing business with a company due to a poor customer experience.

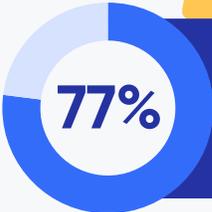
- MICROSOFT GLOBAL STATE OF CUSTOMER SERVICE 2020



### 3 Blend Digital and Personal Interactions

Customer journeys are more complex than ever before. And they expect to be able to communicate with brands seamlessly across all available channels. Don't expect your customers to be fooled by your clunky bot.

Your agents should be able to help customers from any point in their journey and move across the channels as required. You don't just need omnichannel technology. You need omnichannel, and multi-skilled agents too.



77% of people have used the phone to contact customer service in the last 12 months.

- GLADLY.COM



### 4 Use Technology to Defer Callers

Customers hate waiting on hold. Their top two complaints are: having to contact support more than once and being kept waiting too long. And yes, 15 minutes is too long.

You can hire more agents, but this can be expensive, which is why most contact centers prefer to shift the stress to their customers.

But this isn't the only option. The technology exists – namely advanced call-backs – to defer non-urgent callers to quieter times. Call-backs are the single, most cost-effective and customer-friendly way of managing call-spikes.



With Fonolo's system in place, members can press '1' to request a call-back from the next available rep, or they can press '2' to schedule the call at a later time. This has ultimately given our members **more flexibility** to receive a call at a time that is most convenient for them."



**Ricardo Mejia**

VP Centralized Services  
First Service Credit Union

## WHY FONOLO?

Fonolo is the world leader in call-back solutions for the contact center.

We're the fastest, most effective, and most profitable upgrade you can make to your tech stack. And we work with any technology you already use.

Better still, our call-backs are an all-round 'massive stress-reliever' for contact center teams.

Imagine coming into the call center on Monday without dreading the dozens of frustrated customers who have been kept waiting – and ready to take it out on you.

**That's life with call-backs.**

[BOOK A DEMO TO LEARN HOW CALL-BACKS COULD HELP YOU >](#)

