

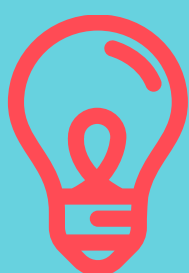


THE NEW CUSTOMER SERVICE PLAYBOOK

The power of great customer service.

2020 BROUGHT BIG CHANGES

Customers today have higher expectations than ever before.



They want to get help when they want, how they want it, and they don't want to have to jump through hoops to get it like waiting on hold, leaving voicemails or not being able to connect via messaging apps.

EXPERIENCE DISRUPTERS

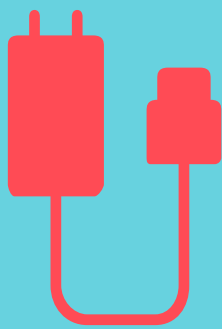
Customer service is an opportunity for growth.



Lift, InstaCart, StitchFix, Chewy, DoorDash are examples of disrupting our notion of what we as consumers expect. They make it incredibly easy on the customer to do business with them.

HAVE THE RIGHT TOOLS

Investing in the customer experience has a direct and positive impact.



High growth companies have help-desk systems, CRMs, Live Chat and outsource services to call centers. Make sure your team isn't overloaded in order to give the service they are capable of doing.

GET CLOSER

Consumers are demanding multichannel options and expect it to be faster and easier to use.



Engage your customers directly using SMS texting, social media, email, over the phone and in-person. Etiquette and good communications skills are crucial to make the contact memorable.

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