5 Ways

Your Company Can Respond to COVID-19 **Through SMARTER Conversations**

Digital conversations matter more now than ever before. As remote work life and online interactions become the new norm, there will be a changing level of expectation in how companies communicate with customers. Clearly now is the time to embrace these changes and ensure you have the right tools in place to effectively execute against them. Key to this will be adopting a more modern approach to customer conversations.

Here are five examples of why SMARTER conversationsjust became more critical.

1

Enable High-Touch, Digital-First Experiences

Social distancing has made it difficult to conduct business that requires face-to-face or print-based interactions. Call centers have seen an influx in volume as customers try to find a new way to seek assistance, causing longer wait times and a poor customer experience.

With many being unprepared, it's now extremely challenging for companies without a digital strategy in place to get vital information to their customers quickly and conveniently.

Digital-first capabilities provide an ability to seamlessly add new communication channels based on customer preference, giving companies an opportunity to maintain the level of high-touch interactions needed from customers to keep business moving forward without the reliance on paper, call centers, or in person transactions. Processes like opening new loans, changing bank accounts and updating beneficiary forms, don't have to be put on hold or delayed!

2 Drive Rapid Digital Engagement

The pace of change is increasing, and new government programs and regulatory requirements will continue to emerge. The time to implement support for these new programs may need to be measured in hours and days, not weeks and months. Yet, customer frustration is high as these programs are implemented quickly and often poorly with traditional forms processes leading to delays in processing.

Digitally transforming the customer "forms" experience by turning static PDFs into intelligent, guided interviews that customers can access and complete anytime, anywhere using the digital or mobile device of their choice can dramatically improve the customer experience. Through a smarter forms experience, companies can automatically identify eligibility through the interview process, ensuring agents only see qualified applications and can therefore process those faster and with more efficiency.

3 Promote Digital Agility

Companies are now forced to find ways to transition office-based operations to support new work-from-home paradigms. Those that still rely on an on-premise provider are faced with the burden of maintaining and upgrading supporting servers rather than being able to rely on the provider to manage on their behalf.

To support business continuity and navigate the transition to a remote-based working environment, companies are looking to their suppliers to help them better navigate change. Capabilities such as cloud-based SaaS platforms eliminate the need for an on-premise provider and remove the burden of on-site maintenance and upgrading of support servers, allowing companies to focus on what they do best. Vendors that can help companies to demonstrate agility and flexibility during challenging times play a crucial role in reducing the overall risk profile for those companies, and in doing so, reinforce their role as long-term, strategic partners.

4 Empower Business-User Control

Even with most employees working remotely, the need for companies to continue to improve customer communications so that they can continue to meet customer expectations is more relevant now than ever before. Companies still must find a way to engage with customers in a timely manner in order to collect information and respond to pending requests or risk losing customer loyalty during this critical time.

The next generation of CCM empowers business users to make necessary changes to communications quickly and easily without reliance on IT – which is crucial during a time of disruption.
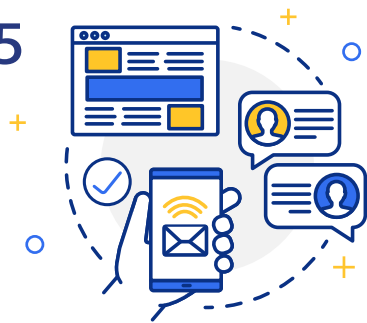
5 Support COVID-19 Task Forces

The rise of the pandemic has forced companies to quickly reevaluate their existing contingency management plans – in real time. Several companies have initiated COVID-19 task forces, which consist of a group of individuals designated to initially focus on near-term operational issues.

These task forces are charged with providing an exceptional customer experience during these times of crisis. However, as the pandemic settles, companies must continue to dedicate efforts toward business continuity, and to oversee the people, technologies, and operational responses to how companies are transforming. Much in the same way that leading companies are creating cross-functional communication centers of excellence (CoEs), for task forces to be successful, they must recognize their communication strategies as a key component to delivering ongoing customer value and differentiation in times of crisis.

To ensure customer experience remains a central focus, companies require an integrated approach with the right tools to support and maintain constant customer communication as business continues to evolve in the months ahead. This means being able to create and deliver communications across channels, without waiting on IT or an outside firm to execute in real-time. Investing in solutions with the agility and flexibility to scale means that as the world continues to innovate, your communications solution innovates with you.

This is an unprecedented time, but we're here to help!

Contact us today and one of our experts will help you navigate ways to ensure you continue to exceed customer expectations and that you do so efficiently and with impactful ROI.

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