

Stepping up your Customer Success

Did you know that 1 in 3 customers will leave a brand they love after just one bad experience? ([PWC](#))

Customers today are choosing brands that they feel are listening to them, understanding them, and paying attention to their specific needs and goals. According to an Accenture survey, [91%](#) of consumers are more likely to shop with brands who recognize, remember, and provide them with relevant offers and recommendations. Companies who prioritize customer success are seeing 3x more growth in revenue, increases in customer conversions, and decreases in customer churn. So how do you ensure that your team is delivering outstanding customer support and that your customers are having a positive experience?

Focus on the customer experience

For many, customer service and customer experience are seemingly interchangeable, but this is not the case. Customer Service is a single touchpoint with a brand, while Customer Experience impacts feelings and emotion, and encompasses the entire customer journey. Customer experience is slowly overtaking price and product combined as a key brand differentiator this year. So, if you want to stand out amongst your competition, you need to focus on getting to know your customers better, personalizing each journey, and measuring customer satisfaction to understand their needs and pain points. Companies that successfully implement a customer experience strategy achieve higher customer satisfaction rates, [reduce customer churn](#), and increase revenues. Surprisingly, less than half of all organizations will be investing in the customer experience in 2022, which means there is still time for businesses to get ahead of the curve.

Increase knowledge accuracy

Maintain good customer service with expanded knowledge by Putting tools into your customer service team's hands to enhance their understanding of not only what they do but also what other departments do. With the new digital workforce, a customer service rep may need to be able to access cross-department knowledge and should have access to up-to-date training materials for their reference. Review existing resources regularly – Do they need to be updated? Are they accurate? A customer service team is only as good as the accuracy of the knowledge you put at their fingertips.

Equip your team with the right tools

Customer Success Teams need to be able to collect data on your customers in order to create strategies to improve customer success and build long-term relationships. This means they need software to help them collect and analyze data efficiently. AI and Machine Learning tools are booming right now and proving to be a popular choice for businesses of all sizes. If your business is using outdated technology, it's time to upgrade so your team can reach its full potential. Even an excellent team will perform even better with the right tools.

With customer experience being a top priority for all successful businesses, it's now more important than ever to get to grips with who your customers really are and what they want. By

equipping your team with the right tools to fuel CX you can; drive growth by capturing customer insights, personalize every customer interaction by using actionable data and increase knowledge accuracy by automatically keeping documents up to date.

With Talla, easily capture customer insights to see what areas of your support processes need to be improved, use the analytics dashboard to optimize growth, and keep agents on the same page by automatically closing knowledge gaps and updating existing documentation.