

What is the most important aspect of good customer service?

Nothing is more central to a successful business than quality customer service. A happy customer will keep coming back. One bad experience, on the other hand, can have them never returning to your services again.

With a good solid grounding in the basics of customer service, your customers will feel more valued, and safe in the knowledge that you are available to help and set their mind at ease.

At Touchstone Communications, we value our customers and make them feel important every step of the way!

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BPO might be the secret weapon the travel industry needs! (Client-Educational Post)

In the current day and age, any business would love to have an edge over their competitors, whether that involves the use of existing strategies, or tactics in disguise. Just like an army would use stealth weapons in the battlefield, businesses also have their own share of secret strategies that nobody knows about.

Enter Business Process Outsourcing, a secret weapon that could possibly change the travel industry forever. The convenience of outsourcing primary business components such as call centers, customer service channels and finance management to highly-trained experts is something travel companies could really benefit from.

So how does BPO make the difference? Cost savings, better client reach and enhanced customer service are only some of the many advantages BPO can provide to the travel industry. Having a team of experts adds more credibility and reliability to your business; something travel agencies strive to achieve!

Touchstone Communications is an industry leader in providing top notch BPO services to business partners, ensuring that businesses meet their goals and milestones.

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What guarantees great omni-channel customer service? (Client-Educational Post)

Customers nowadays demand modern technology every step of the way. Businesses that provide flexibility and customer convenience are more likely to succeed in the long run than those that are well behind the ball game. Here's where omni-channel customer service jumps right in!

Gone are those days when customers would wait in long queues to be attended to, or patiently wait to ring up business providers. Popular businesses such as Starbucks and Chipotle make it incredibly simple to access their services on the go, and through any platform.

Omni-channel customer service aims to bridge the gap between customer ease and quality service. However, there's an important catch.

Not all omni-channel customer service channels produce the same results that they promise. Thus, to guarantee omni-channel customer service that always performs, here's what businesses can keep in mind:

- **Social Media Integration:** Integrate various social media tools and platforms to make services more accessible.
- **Personalization:** Personalizing user interfaces to make them more customer-friendly and easier to use.
- **Cross-Platform Support:** Offer multi-device support such as mobile and tablet access for customer convenience
- **Real-time Inventory:** Keeping customers up to date in real-time when a product or service is available, and when it is not.

Did you find these tips helpful? What are your thoughts on Omni-channel customer service? Let us know in the comments below.

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Discover the world of cost-savings through Outsourcing (Branding Post)

Through Outsourcing, cost-savings will become the number one priority of your business. Not only will you cut business expenses, but a special line of highly trained experts will get the job done quickly and effectively!

Touchstone Communications helps your company grow in a competitive environment by offering high quality business process outsourcing (BPO) services, such as customer support and telemarketing, at a fraction of the cost.

Our BPO company delivers a full spectrum of business process outsourcing solutions and services to help companies reduce costs and improve efficiency. Our goal is to help your business grow, by giving you the flexibility to meet your customers' needs, while realizing global efficiencies.

Get in touch with us on our website to start a profitable business journey!

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Engage with your audience with these 5 innovative customer interaction tools (Client-Educational)

Every company wants to actively engage with their customers from time to time. Without customer engagement, it can be tough for businesses to figure out what their clients exactly want, and may also face the aftermath of poor customer service.

Several companies invest a whole lot of resources in customer engagement tools, but may not always hit the jackpot. We have compiled a list of 5 innovative tools to help your business engage better with clients:

- 1) **Customer Experience Dashboards:** Customer experience dashboards are an excellent way of engaging with your audience, along with improving customer service through consumer data.
- 2) **Surveys:** The possibilities are endless when you are engaging with your audience using surveys. Your business can precisely identify what customers require using data collection surveys.
- 3) **Chatbots:** Quite often than ever, chatbots can actively engage with your audience and inform them about your services and products without the involvement of real-time agents.
- 4) **Push Notifications:** In the era of smartphones and gadgets, push notifications help your audience know you better from the comfort of their smartphone, tablet or any other handheld device.

- 5) Emails: Email audience engagement has been around for quite some time, and it is here to stay. Whether your customers read emails or not, they still remain an effective engagement tool.

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Jumpstart your travel agency with outsourcing after COVID-19 (Client-Educational)

Travel agencies are on a steady rebound after the COVID-19 pandemic. In the years ahead, it's not unlikely that you'll hear of hotels, airlines and other traditional travel industry segments suddenly turning to outsourcing for a solution.

Travel businesses these days face a myriad of challenges. And although there is no one-size-fits-all solution, outsourcing can help ease some of the pressure. This is because outsourcing adds an element of flexibility, cost-savings and expert knowledge to businesses that have been struggling lately.

Quality customer service goes hand-in-hand with the success of any travel agency. When travel companies opt to outsource their call centers to leading industry experts, they can certainly expect a boom in their business.

Ultimately, with travelers finally returning to vacation destinations and showing a willingness to travel once again, the travel industry can highly benefit from outsourcing to regulate their profits and cost-cutting.

With our outsourcing services at Touchstone Communications, your travel agency will take a great leap forward!

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Scaling your business is only one click away. Contact Touchstone Communications (Branding)

Scaling your business operations couldn't be easier. Touchstone Communications is the leading agency for business process outsourcing (BPO) services, enabling businesses to cost-effectively scale their telemarketing, databases, customer service and technical support operations.

Touchstone Communications delivers the most effective processes, proven platforms, and knowledgeable experts to manage your business components. With industry leading telephony, unified communications and contact center solutions, we help you transform employee communications, reduce costs and increase efficiency.

Get in touch with us today to take your business to new heights!

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Are you fed up with AI Sales Pitches? So are we! (Client-Educational)

Are your AI sales pitches too generic, and not hitting the right target audience? Then you are not alone. While Artificial Intelligence has made it incredibly easy to compose content and sales pitches, most of these lack a certain human element needed in sales, and may not engage with the audience in the same way as you desire.

Generating leads using Artificial Intelligence is gradually becoming the new norm in several industries. Unfortunately in today's marketplace, it can be difficult to discern which AI-based strategies are truly effective and which are a waste of time and resources.

Imagine the relief of interacting with a virtual sales representative who actually listens to your answers rather than asking you a series of predictable, canned sales questions. That is indeed the kind of reassurance a customer requires in the modern day and age, and can often be the difference between a client opting for your services or turning to competitors.

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5 critical questions nobody asks in market research! (Industry-Carousel)

Starting and maintaining a business is full of hard work, long hours and tough decisions. Practical research can help you make better choices for your business, even if the process isn't always as fun as working on your business.

Competitor research, understanding your target market, and how to increase sales all require special attention. While there are several other things we can take into account, we'd like to share with you some of the most important ones.

Here are 5 critical questions that nobody asks in business market research!

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1. Is your branding effective?

Branding is a key aspect of any business. You know your brand is something worth investing in, but why do some companies take off while others struggle to break even? Thus, effective branding research for your business directly translates to a better business image.

2. Are your customers heard?

Your customers are the lifeblood of your business. They want you to understand what drives their needs, how they think and how they make decisions. A sign of a successful business is a thriving customer service channel that is always open to feedback, and is well researched.

3. Are your products and services upto date?

Your business will often introduce new services and products that will need marketing in order for them to succeed. Before a new product or service is launched, market research can help you identify whether it is worth investing high production costs into it or not.

4. Is your business identifying market opportunities?

Market research can offer valuable information that can really boost your company in the long run. You can learn about new market opportunities, and explore ways to position your company for growth.

5. Is your marketing channel effective?

Market research provides valuable information on the effectiveness of your marketing strategies and efforts. Your business should frequently conduct market research to find out what consumers want and how they see you or your products.

Does AI seal the deal in customer service? (Client-Educational)

Artificial intelligence is quickly becoming mainstream, and we now have the tools to use them in customer service. But the burning question that everyone asks these days is whether AI really seals the deal in attracting customers or not.

We currently live in the age of AI-powered customer service. But are AIs any good at their job? It turns out that AI bots can be pretty good at settling routine customer queries, but when things get complicated - as they so often do - human agents do a much better job.

This is mainly because chatbots may only offer generic information about a company and its services, and may not be well equipped to handle a real-time conversation. Customers may feel the frustration of running into circles of automated responses, and may never find the answer they are truly searching for!

Perhaps AI can enhance existing customer service models with quick and automated responses, but the need for a human agent can never be neglected as a whole. Therefore, it is important for both chatbots and human agents to work in tandem for an effective customer service channel.

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These essential contact center skills are misunderstood by experts

Call center experts are expected to wear many hats at work, but the list of soft skills necessary for effective agent performance aren't always as straightforward as they seem. In other words, call experts might be required to push the extra mile to produce the desired results from them.

Nailing these skills can be difficult due to their inherent nature, but those experts who do manage to excel in their role ensure consistency on both sides, and develop a sustainable connection with potential customers.

So what really are these skills? We've compiled an exclusive list of essential contact center skills below:

Clear communication: Clarity in communication not only saves time, but also makes sure that your client understands exactly what you want to convey to them.

Empathy: Making sure that your clients are heard and understood is the first step you should take in any customer service channel.

Problem-Solving: The ability to recognize where a problem may lie, and then solve that problem is a skill that is particularly difficult to master.

Patience: To not jump to conclusions right away and displaying a patience to listen to your clients is a valuable asset every expert should have.

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Do you know how inbound services can boost the travel industry? (Client-Educational)

Inbound services are getting more and more significant in today's business world. With every major company across the globe striving to stand out from their competition, outsourcing from countries that provide top-notch services for a fraction of the cost is gradually becoming an essential need for every business.

For travel companies, attending to consumer complaints is just one of the many tasks assigned to time-strapped executives and managers. Customers now demand multi-channel support, convenience and efficient processes all at once, leaving travel providers in a state of rush and confusion.

Outsourcing primary business components such as call centers, and customer service channels to highly trained experts allows these leaders to focus on other areas of the business in which they can add more value.

What's more is that your travel agency as a whole can enjoy increased productivity, increased business revenue, and lower costs altogether. Sounds exciting enough to consider outsourcing services for your travel company? Then you're on the right track.

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**Are you planning to boost your business leads? Get in touch with Touchstone Communications!
(Branding)**

If your business or company needs assistance with increasing internet exposure for your products and services, Touchstone Communications is here to help. We develop effective strategies and plans that are oriented around your business goals and objectives

You don't have to leave your marketing to chance. Our flexible processes integrate top-notch expertise and modern technologies to generate more business leads for your business at a reasonable cost.

Touchstone Communications helps your company grow in a competitive business market by offering high quality business process outsourcing (BPO) services, such as customer support and telemarketing, at a fraction of the cost.

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What you should know about Robotic Process Automation in the BPO Industry - Caption

Advanced technology has arrived to reinvent how companies interact with their customers, partners and employees. Robotic Process Automation (RPA) is emerging as a key component of a digital transformation strategy, which will change the business market for all times to come.

Simply put, Robotic Process Automation (RPA) is a technology that allows a business or a company to automate business processes to carry out routine, repeatable tasks on a computer, mobile device or other digital channel.

A company can configure RPA applications, which are essentially robots, to capture, interpret, manipulate and transfer information in a manner that is suitable and efficient.

And the results of automating these simple tasks are remarkable. Not only do businesses get a huge boost in their productivity, but also they can easily adapt to growing consumer demands and technology advancements.

Business processes can be tremendously time-consuming, paper-intensive and susceptible to human error. RPA solves these problems by making the same processes cost-effective and time-saving.

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