

Seven

**Customer service challenges
and how to fix them**



What are the top issues and opportunities for your contact center?

Brands are under pressure to meet and exceed rising customer expectations. But it's possible for contact centers to stay several steps ahead in satisfying the shifting demands of the shifting demands of the marketplace.

This guide provides behind-the-scenes insights into 7 major challenges and opportunities – and identifies the best ways for contact center leaders to respond.

We suggest fast and highly effective ways to support your teams, delight customers and strengthen your bottom line. We know these capabilities work because we've road-tested them ourselves.

At Eckoh, we operate our own contact center, where we spot issues early and create imaginative solutions that address them. That makes us unique.

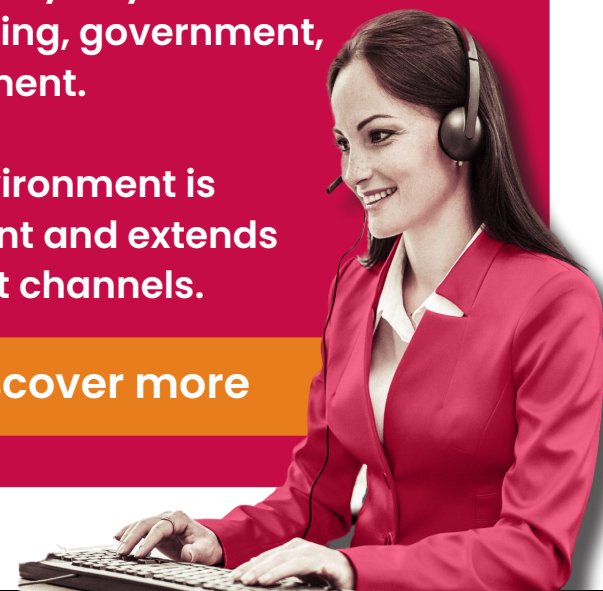
Testing innovation...every day inside our contact center

At Eckoh, we pilot new ideas for you – and we know what's coming next.

We test-drive innovation continually within our own contact center, which handles thousands of real-life interactions every day for clients in healthcare, retail, banking, government, utilities, and entertainment.

Our hybrid working environment is PCI DSS Level 1 compliant and extends across multiple contact channels.

[Read on to discover more](#)



Securing sales and satisfaction

We've identified pressing issues related directly to an organization's performance

1.

Challenge

Abandoned carts and lost sales

The average documented online shopping cart abandonment rate is just over 70%¹

Despite huge efforts to design attractive apps and make websites more intuitive, abandoned shopping carts remain a widespread issue, corroding revenues for many brands. Many transactions still topple over at the final hurdle.

1: 2023 49 Cart Abandonment Rate Statistics, Baymard Institute



Solution:

Use web chat to help customers to complete transactions

Today's customers are attracted by assisted service - and web chat is a great way to guide them through the purchasing process. Better still, more transactions will be completed if you can include secure payments within the same chat session window, rather than sending people off to pay on a different channel. This makes customer service more accessible, especially to those who struggle with technology. Assisted service also provides great opportunities to upsell and convince shoppers to buy extras.

2.

Challenge

The CX score mystery

Improving the customer experience (CX) can increase sales revenue by 2-7%²

People's experiences and satisfaction levels impact revenue. Even though individual agents may be rated highly by customers, organizations are typically awarded lower scores and this is trending downwards. There's disconnect with CSAT Surveys. How can brands know what customers really think - and make vital changes?

2: The future of Customer Experience, McKinsey

Solution:

Use innovative new tech to truly understand customer sentiment

We've found that AI-powered transcription and sentiment analysis is the answer, serving as the eyes and ears of the business. You can transcribe thousands of calls on-demand, using AI to identify immediate pain points and long term trends within your organization. You will understand sentiment quickly - and at scale - rather than trying to piece together anecdotal feedback from advisors and customers. Put simply, your team will gain actionable insights to drive improvements within customer service and your wider business. In turn, you should generate greater loyalty and see your CSAT scores improve.

Helping customers to overcome their concerns

People have worries in a variety of areas that relate to contact centers

3.

Challenge

Fear over theft

A business partner supply chain (data breach) compromise cost 11.8% more and took 12.8% longer to identify and contain than other breach types.³

Scams are getting more complex and subtle. Customers are becoming more aware and sensitive about this - including giving out their personal details to 'strangers' over the phone or via chat. This may be about their payment card information or any personally identifiable information (PII). If organizations experience a data breach within their own environment or because of an insecure partner, then customer trust is extremely hard to restore.

3: 2023 Cost of a Data Breach Report, IBM/Ponemon Institute



Solution:

Make security a priority, but hand the burden to a trusted partner

Using an experienced partner to process transactions and handle PII on your behalf is the best way to maintain and build customer trust.

By entirely removing sensitive data from your environment, you can descope your on-premise and remote agents from PCI DSS 4.0 audits and save on administrative overheads.

4.

Challenge

Financial stress that impacts payments
70% of Americans are feeling financially stressed⁴

In the current economic climate, many customers are suffering anxiety over finances – and may be less likely to call or make payments. What's the best way for contact centers to handle this sensitive situation?

Organizations should also use call recording and transcripts with AI-powered tagging to pinpoint customers experiencing financial difficulties and analyze their experience separately from the wider customer base. Those struggling the most may need extra support.

4: "70% of Americans are feeling financially stressed" – CNBC

Solution:**Provide a choice of contact channels offering secure payments**

Some anxious customers will prefer the personal touch of a verbal agent conversation. Others will feel more comfortable with web chat. Being able to take payments within the same interaction is absolutely key. If you direct customers to another channel for the payment, they may drop out because it feels more complicated and less convenient. For example, many customers will feel more at ease making a payment within the same chat window as they talk with an agent.



5.

Challenge

Frustration over payment options

Customers are using multiple payment methods in their everyday lives. Sometimes they won't carry cards on them. How will you take their payment, in the moment, if they call from work or while on the move? Saying No to digital payments can leave customers frustrated and mean that organizations miss out on revenue.



Solution:

Offer more choice in how customers can pay securely

To maximize satisfaction and revenue, it's important to allow customers to pay by card, banking apps, digital wallets, and a host of other payment methods coming down the tracks, such as pay later options. If you provide their payment method of choice, then you'll make it super easy for people to pay on-the-go and increase your cash flow. Your brand will be perceived as more innovative too, especially among tech-savvy customers with busy lives.



6.

Challenge**Shortage of skilled agents impacting service****53% of frontline colleagues report symptoms of stress**

It's often hard to hire and retain talented agents. Unless this issue is addressed, it may leave teams short staffed, decrease morale, and decimate customer ratings. It's a vicious circle. But how is it solved? You need to be competitive but simply raising salaries isn't always the answer.

5: Contact Center Colleague Wellbeing Study - CCMA

Solution:**Use technology to elevate the roles of your contact center team**

Clunky, older and disconnected systems can frustrate agents and make calls longer, so fewer interactions can be handled per shift. But new tech can change this quickly - for agent at contact centers, as well as for colleagues working remotely, or those at outsourcing partners.

Securing all your agents extends your bandwidth, meaning everyone can take payments on any channel - not just those agents who are securely-cleared. Being able to handle multiple web chats and take secure payments within the chat window - without linking out to another channel - is a major time-saver too.

Innovation can help here - by providing real-time assistance for agents, removing effort, simplifying processes, and increasing efficiencies. Meanwhile, AI-powered transcriptions and analytics can save hours for managers, helping them to boost agent quality, training, and morale, while flagging any customer issues immediately.



7.

Challenge**The pain of having to deliver new technology**

Contact center leaders know that tech needs refreshing constantly – if they want to stay relevant to customers. But how can you be innovative without the heavy investment, delays complexity, and tricky systems to learn about?

**Solution:****Choose light touch, vendor-agnostic technology from agile partners**

Swift cloud deployment, simple integration, and easy-to-use tools make sense in today's fast evolving customer service environment. Try to add nimble partners to your eco-system – specialists that understand your challenges intimately and have proven solutions you can deploy right away. The best solutions will be vendor-agnostic and fit comfortably around your key systems without major cost and complexity. Also, choose partners whose hallmarks are non-stop innovation and simplicity.

Discover more

At Eckoh, we're up to speed with everything discussed in this guide – and happy to discuss our latest ideas with you. We'll also be unveiling even more innovation in due course, thanks to our significant investment in research and development.

You can explore our current solutions at [Eckoh.com](https://www.eckoh.com)