



HOW VoIP CAN IMPROVE CUSTOMER SERVICE



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It doesn't matter whether you're running a multimillion-dollar corporation or a small local business – customer experience is always the top priority.

In this modern era, the world has gone global which has resulted in increased competition. Easy access to top-notch services and products from virtually anywhere in the world now means that customer expectations are higher than ever. And to succeed in such a highly competitive environment, you have to offer impeccable customer service.

One way to improve your customer's experiences is to equip your customer service agents with a technology called Voice over Internet Protocol (VoIP). In this eBook, we examine how VoIP can help your business boost customer satisfaction, so let's dive right in.



VoIP CAN REVOLUTIONISE HOW CUSTOMERS INTERACT WITH BUSINESSES

In this day and age, it isn't enough to have the best products and services – what matters is customer retention. How many prospects can you turn into loyal customers who will keep coming back?

What attracts and keeps customers is stellar customer experience and customer service. Your customers always want to feel that their worries and concerns are being addressed, otherwise, they'll take their money on to the next business where they feel better-taken care of.

But what is customer experience? What do we mean when we use this term and how does a subpar customer experience impact your business?

WHAT IS CUSTOMER EXPERIENCE?

Essentially, customer experience is how a customer feels through the entire sales process from the pre-sales to after the deal has been closed.

Successful companies will tell you that ensuring your customers are happy is the only way to become an industry leader. Statistics show that for 86% of clients, good customer service effectively turns a one-time visit into a long-term engagement.



HOW DOES BAD CUSTOMER EXPERIENCE IMPACT YOUR BUSINESS?

Bad customer experience varies and can happen at any point throughout the sales process. It could be long wait times, unprofessional reps or even a mix-up in orders or delivery. According to a study by Zendesk, 80% of consumers say they would rather do business with a competitor after just one negative experience.

At a high level, customer experience ensures business growth, increased revenue, and a significant boost to your organisation's reputation.



HOW VoIP CAN IMPROVE CUSTOMER EXPERIENCE

Thriving businesses understand the importance of seamless communication when it comes to delivering excellent customer service and an overall customer experience. And they know that a great phone system is vital.

In this digital age, the best business phone system means VoIP phone services. Here are several reasons why you should choose VoIP phone systems.

DECREASED WAITING TIMES

Customers expect speedy responses 24/7 without fail. Long waiting times can significantly impact customer experience. Nobody wants to be kept on hold for a long duration or to be passed between different agents.

70% of customers will disconnect the call if they cannot talk to a representative. By leveraging VoIP, you can cut customer waiting times and make sure your customer calls are answered within seconds.



EMPOWERS SEAMLESS REMOTE WORKING

Working remotely truly is the new normal and is highly encouraged by industry giants because of the benefits it offers both to the staff and to the organisation.

VoIP allows your customer representatives to work seamlessly from virtually anywhere as long as they have a good internet connection. This can be hugely beneficial to your company as it allows you to drastically expand your recruitment search when you're seeking to hire new talent.

EASILY MEASURE EFFECTIVENESS AND IMPROVE PERFORMANCE

With VoIP, you can access features such as call history, call times, wait times, missed calls and much more which can help you to measure performance on an ongoing basis. This helps you gauge and make tweaks where needed to improve your customers' experience.



SMART ROUTING WITH INTERACTIVE VOICE RESPONSE

Interactive Voice Response (IVR) is an automated self-service technology. It greets incoming callers with a list of pre-recorded choices from where a client decides on the next steps using their dial pad.

Research shows that 77% of clients view organisations more positively if they offer self-service options for their customers seeking support. Intelligent routing directs calls to the right departments so clients are not passed around from one agent to another.

BETTER CALL QUALITY AT AFFORDABLE RATES

Because VoIP uses internet connections to make calls, you enjoy HD voice call quality at a fraction of the cost of legacy call systems. So long as you have a strong internet connection, you can be assured of high call quality.

EASY SCALABILITY

It's often difficult to predict business growth. When your business suddenly blows up and you need to onboard more customer representatives to handle increased call volumes, what happens? With legacy phone systems, scaling up and down at a moment's notice is almost impossible.

However, with VoIP, you can easily scale up or down to meet your current business needs.



TRANSFORM YOUR CUSTOMER EXPERIENCE THROUGH ONE CONTACT

With our industry-leading VoIP solutions, you can transform how customers experience your business.

When combined with our strong, stable and secure Business Broadband, our VoIP phone systems can take your customer interactions to the next level, helping to enhance your customer experience and boost the reputation of your business so your customers keep coming back.

Get in touch today at **sales@OneContact.ie** or call **01 9060990** to discover how our VoIP business phone systems can help your customers get the most from your business.



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