



THE TRADE-OFF BETWEEN EFFICIENCY AND RELATIONSHIP STRENGTH: HOW TO IMPROVE YOUR CUSTOMER EXPERIENCE

Efficiency in customer communication is a critical driver today. Companies want to achieve low costs and to have systems that can be scaled to work effectively for as many customers as they wish. However, the focus of customer relationship technology has been weighted far too heavily to capturing data on customer activities. Companies must identify and acquire information that allows highly customized service and interaction, in a way that individual customers recognize it, value it, and want to continue to experience it.

Building customer feedback loops

One of the biggest problems in the ways many companies have designed their customer relationship initiatives is in separating customer service from the rest of the organization. Even when this is not intended, the realities of poor internal communication mean that this is often what customers experience. Hence, it is absolutely critical that insights into customers' response to the organization's products and service flow back to where they can make a difference. You have to seek to create a complete customer feedback loop that actively draws on the input of customers to feed innovation, [process improvement](#), and customization. This absolutely critical follow-through is delivering service back to your customers in a way in which they can see that their input was taken seriously and acted upon.

Shift customers to higher value and richer human interaction

The majority of customer service is provided by people, connected to customers via telecommunications. Technology is continually enabling broader and more effective systems to provide automated customer service. However, there is no substitute for people being physically present in the same place, which allows them to sit down together, converse, relate as humans, and discover more about each other.

There are two directions your customers can go. Towards more commoditized interactions and a drive to lower costs, or towards higher-value interactions enabled by deeper [customer knowledge](#) and customization. For those customers that have the potential to shift to higher-value relationships, you must develop and tap richer human interactions in order to build powerful knowledge-based relationships that provide real value.

The distinction between information and knowledge: Encourage human interaction

As technology progresses, an increasing proportion of customer communication will be automated. Here, it is valuable to consider the distinction between information and knowledge. Information is anything that can be digitized, and stored in a database or attached to an email. Knowledge is quite different. It is the ability to act effectively and make good decisions in complex and uncertain situations. Acquiring this kind of knowledge is often beyond what computers are capable of. This needs highly skilled and perceptive people to interact with customers, and to capture their insights in a way that can be applied to providing customized service.

High-value customers must be nurtured by meaningful interactions with highly skilled people, who can understand their concerns, relate to them, and provide real value. We, the experts of MFB Resultants can help your organization getting closer to the customer. Our [customized approach](#) will guarantee your resources be allocated intelligently, but providing the highest possible level of human interaction in order to maximize the life-long value of your best customers.

For further information please contact [by Email](#) oder phone under 0049 (0)611 34 11 78 50.

MFB Resultants – We deliver results.