



How to Scale Your Business and Customer Service Program for Maximum Efficiency



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How to Scale Your Business and Customer Service Program for Maximum Efficiency

Growth is inevitable for every successful business. As your customer base expands, your company must expand with it.

But planning, managing and scaling can be daunting, especially if it's new to you. There's a lot to consider, from the day-to-day practicalities of assembling a larger team to actually coping with increased demand.

And let's not forget the quality of your service. Targeting, and dealing with, a larger audience adds extra strain to your customer-service team. If you don't hire more agents and manage service processes effectively, your business runs the risk of delivering a weak customer experience (CX).

To put it bluntly, a dip in quality is unacceptable. Many buyers simply won't stand for it: over 40 percent of US consumers [admit to switching brands](#) because of poor experiences and a general 'lack of trust'. That should come as no surprise when the marketplace is so competitive, and buyers have an overwhelming selection of suppliers to choose from (even in niche areas).

A solid quality assurance program is crucial to help your business deliver the best CX your team is capable of as you expand. Scaling can create confusion and growing pains, but your customer service **MUST** remain efficient to retain buyers and a positive reputation.

Scaling your quality assurance program alongside your business is essential. And in this ebook, we'll explore how to do that.



Factors to Consider Before Scaling Your Business



Scaling your company is an exciting process. If you can actually do this right, your brand's visibility, audience and — perhaps most importantly — revenue will all grow.

But if you rush into scaling, without undertaking the necessary research or laying the right foundations first, you could end up doing more harm than good. Possibly enough to derail your enterprise altogether.

You have to give careful thought to your company as it stands today and where you hope to take it in the near future. Consider the following factors before deciding whether or not to grow your business:



Understanding your role in the market

While every business-owner wants to believe their company is a major competitor in their sector, you have to step back and take a long, hard look.

Are you really in the right position to start scaling? Are your products or services in greater demand than they were when you launched?

And what about your finances? Have you accrued a lot of debt?

All of these questions demand honest answers. Ignoring them will only make existing problems worse.

For example, if you've only been in business for three months, you have to give your brand more time to make an impact. You need to assess how quickly you're attracting newcomers, if existing customers are bringing others onboard and if you're able to sustain the level of success you've achieved so far.

There must be enough demand for your products or services to justify expanding too. If you plan to add to your range as you grow, what research have you done on these? And how encouraging are the results?

Be realistic about your chances of success. If your business appears too 'niche' at the moment to warrant scaling, don't take that as a sign of defeat or failure. Just consider what other paths you can take.



Can your team handle growth?

Depending on the size of your business, your team will vary. Are you the owner and the manager? Do you have what might best be described as a skeleton crew, or is your workforce already comprised?

You have to look at the team you have in place and ask if they can cope with the imminent expansion. Yes, you're sure to hire new employees, but they'll need to be trained. Can you depend on your workforce as it stands to take the business to the next level?

Again, if the answer is 'no', they may just require more time. Always respect your employees' limits and job satisfaction: don't inflict too much on them. They may walk if they don't feel valued.

Sounds unlikely? 66 percent of workers surveyed said they would [quit a role if they felt underappreciated](#), though this figure actually jumped to 76 percent among millennials.

Recruit, relocate and upgrade

You'll have to take on new staff, move to bigger premises and possibly change your tools / software / processes to scale effectively.

Again, this depends on the current size and location of your business, but in most cases, scaling demands changes. Think about whether your budget and workload allows you to create the setup you need to grow.

Don't take out further loans and sink your company deeper into debt if you feel it's too much of a risk. You must look before you leap — after all, it's not just you who stands to suffer if things go wrong. Your employees, lenders and customers will all be affected too.



The Importance of Customer Service

You've decided scaling is right for your business. You know what your company's unique selling proposition (USP) is, you feel confident there's enough demand out there to justify and sustain your growth. You believe your current team has what it takes to lead the company to the next level, at least until your new employees learn the proverbial ropes.

That puts you in a good position to start the scaling process. But one area of your business you must prioritize as you grow is customer service.

You may have just a small customer service team at present. Regardless of its size, though, your agents' work is crucial to the future of your business: a positive experience can keep buyers loyal and turn them into powerful allies.

How so? Through online reviews. Through recommendations on social media. Through testimonials on your website. Through advising friends, family and colleagues to give your brand a try.



Each of these can actually make a positive impact on your business's ability to attract new buyers. Studies show 88 percent of consumers have read online reviews that **influenced their purchase decision**, while 42 percent felt a recommendation from a relative or friend could inspire them to buy from a business more than any promotion or sale.

Furthermore, people are much more likely to **tell others about their customer-service experiences** now than they were five years ago.

A negative experience, on the other hand, can fracture a customer's relationship with your business. 52 percent of consumers stopped buying from a brand following one bad interaction, and 39 percent keep avoiding, said business two or more years later. 95 percent share word of bad experiences with others, with over half of these telling at least five people. Just one poor conversation can trigger a chain reaction that costs you multiple potential customers. Taking a lax approach to your CX can damage your reputation and impact your future — complacency and ignorance are simply not worth the risk.

Customer service interactions take place across multiple channels, but every single one must represent the very best your team's capable of. This demands extensive training, ongoing drive to improve and a close relationship with your customers to ensure you meet their needs consistently.

Your quality assurance program will help you stay up-to-date with the level of experience you deliver to your audience. Undertaking in-depth QA evaluations, transparent feedback and data-driven training will all help your customer service team grow.

But any successful team revolves around individuals. And hiring the right ones is fundamental.



Hiring the Right Candidates for your Customer Service Team

Finding the ideal candidate for any role is rarely easy, though the proliferation of online recruitment platforms has changed the process considerably. Businesses and applicants both have access to a bigger variety of options than they did a decade ago, which helps to simplify things a little.

But hiring quality customer service agents is one of the most important steps you can take. They're on the front line every single day, representing your brand to the public — and they have to be up to the challenge.



Identify Who and What you Need

Your advertisements for the vacancy should be checked for clarity and transparency. Make sure you stipulate the specific skills, experience and traits you want your customer service agents to possess.

Before you do this, take the time to understand exactly who and what you're looking for:

- Should they have worked within a call center before?
- Should they have more than two years' experience in a customer-service position?
- Should they be familiar with using CRM software of any kind?
- Should they be willing to develop new skills?
- Should they be a team player?
- Should they be self-motivated and able to inspire others?

The list could go on and on, but the key thing is to invest careful consideration into advertising the role. Make sure you can pinpoint the exact criteria that makes an applicant right or wrong to join your customer service team.





Introduce Role-Play into Interviews

Successful candidates must be comfortable interacting with customers from across multiple demographics and catering to their needs for the good of the business. If they're so shy they find communicating with strangers over the phone or through live chat stressful, they're highly unlikely to be the ideal choice.

And, of course, they would probably loathe the job anyway, which makes getting the best out of them even harder.

One way to assess candidates' suitability for a customer service position in your company is to role-play during interviews. This doesn't have to be too in-depth or drawn out: it can be just a couple of minutes long.

Put them into a fictional scenario to evaluate their capabilities. You might ask them to help calm an angry caller, provide information on a particular product or service, answer a technical question or handle any other query the role may present them with.

Try to keep it relaxed and loose, though. Candidates will be nervous, and putting too much pressure on them could mean you won't see their best work.



Looking into Personality Traits

Good customer service agents must be able to:

- communicate with consumers clearly
- maintain a professional attitude when callers become insulting or rude
- empathize with customers and see any situation from their perspective
- learn from mistakes and adopt new techniques to improve their service
- remain confident and friendly when dealing with hundreds of different people every week

Depending on the number of people you've hired over the years, you might be able to identify right and wrong candidates within moments of meeting them.

Perhaps it's the way they seem standoffish and ill-mannered. Maybe they're polite but find it hard to articulate themselves well. Or they may just lack the experience in dealing with customers you're looking for.

Whatever your history of hiring, don't rush into employing the first candidates you meet. Take the time to create a checklist of must-have criteria and learn as much about applicants' customer-service background as possible.

Remember: hiring the wrong people can have a tangible impact on your customers' experience. Take the process seriously every single time.



What is a Quality Assurance Program and Why Does it Matter?

You've committed to scaling. You've assembled your customer service team. You're taking calls, live chats, emails, social media comments and more from your audience.

Job done, right?

Wrong.

We've touched on quality assurance programs briefly so far, but now it's time to take a closer look at what they are — and why your business must undertake one.



The QA program defined

Quality assurance revolves around evaluating your customer service team's performance, identifying their strengths & weaknesses and taking action to improve their work. That's basically it, but bear in mind: quality assurance can't be started and finished in a week.



You can't just iron a few creases out of your customer experience and set your QA program aside. Quality assurance is an ongoing part of running your business, involving everyone from agents to team leaders and managers. All employees have a part to play.

The program covers all of your communication channels — live chat, phone calls, email etc. Work is evaluated through numerous metrics relevant to your own business goals, your customer expectations and the overall standard of experience you aim to deliver.

You'll be able to take interactions and assess them based on these metrics, measuring agents' performance to pinpoint growth opportunities.

Why is Quality Assurance Important?

Because it reduces the risk of repeating mistakes and letting bad service go unnoticed. Because it helps your customer service team — and business as a whole — grow.



And, as we've already discussed, a positive experience is meaningful to your customers. Satisfied buyers are more likely to purchase from your brand again and recommend it to others.

That means good quality assurance programs have the power to boost retention rates, generate leads and **increase ROI**.

Quality assurance ensures your customer service aligns with your company values and mission. Are your employees failing to treat consumers with the respect, courtesy and transparency that's supposed to define the business? Does your audience feel valued, or do they believe your company views them as little more than faceless drones?

You'll gain valuable insights into your customer service team's work as it grows. Scaling your business is a time of transition and evolution, both of which can cause disruptions — but maintaining a dedicated quality assurance strategy helps keep your service on track.

Your customers won't appreciate a drop in their experience because you're expanding your company. They'll expect to receive support as and when they need it, as always.

But you can't run a quality assurance program without dedicating time, money and resources to it. You need a strategy. You need tools. And you need people whose sole job is to run your quality assurance program.

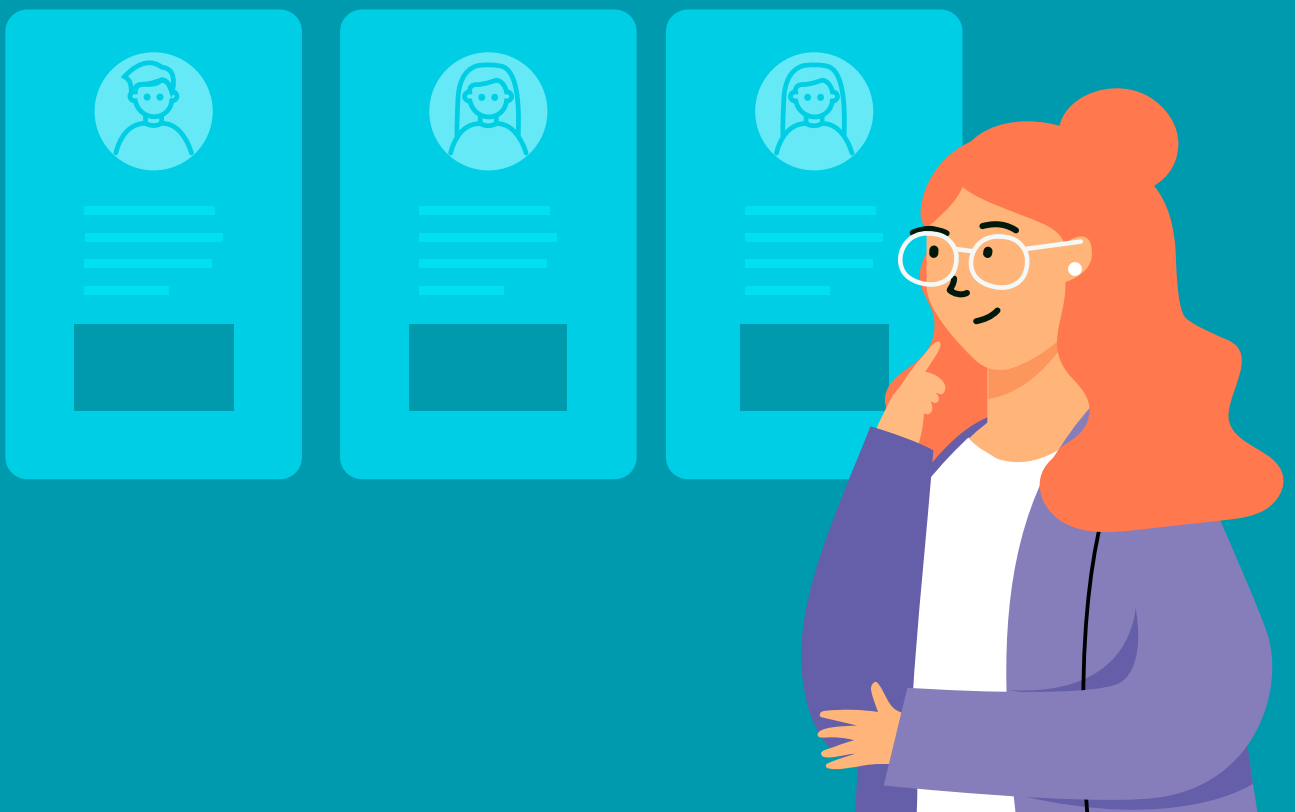


Choosing Quality Analysts for your Company

Quality analysts carry a lot of responsibility in your business, perhaps more so when you're growing: they have to help your customer service team maximize their performance even while your company undergoes major changes.

Hiring quality analysts demands just as much care, attention and planning as with taking on new service agents. The successful candidates will have a lot of work to take on, especially if you have a large customer service team.

So, what should you look for when hiring a quality analyst for your growing business?





An ability to learn quickly

Your quality analysts must join your business, understand its goals and start evaluating agents' work quickly. But they have to know the brand's values and routines in great detail before they can start pinpointing where workers are going wrong.

That's why being a fast learner is crucial for quality analysts. And, of course, if they're using QA software that's brand new to them, they'll have to get to grips with that as soon as possible too. Experience with the platform you use or something similar is ideal.

Make sure you establish a strategy to help your QA analysts become immersed in your company culture, your working routines, your values, your customer-service objectives and everything else relevant to their role. Never underestimate how important an effective quality assurance program handled by the right players can be.



An eye for detail

Quality assurance involves data. A lot of data. More data than you may believe.

And that means your quality analysts are destined to spend hours each week staring at figures. They have to be able to spot patterns and trends impacting the quality of your customer service, or else they could miss key problems.

The best QA analysts have the skills to look, listen and learn, across all aspects of their work. When they monitor calls, review live chats and emails, they should be able to assess the agents' ability to follow their script accurately within moments. They should also be able to determine how and when agents miss a perfect chance to upsell or resolve another problem the customer may have.

Even subtle changes in the employee's or customer's tone must be pinpointed, as either can indicate an issue.

Self-Motivation and Consistent Concentration

Evaluating hundreds of interactions can lead quality analysts to essentially 'zone out' after a while, until calls, live chats and reports simply wash over them.



However, this can lead to oversights, missed opportunities to improve and allow agents to repeat costly mistakes. Analysts must be able to motivate themselves to stay alert, stay focused and stay on-target: they can't let themselves lose concentration after a few hours.

This can be hard to measure in interviews, but quality analysts with good experience should be up to the task.

Great Communication Skills

QA analysts should be able to engage with everyone in your business, from the newest service agent to the most seasoned team leaders and managers. Quality assurance encompasses everyone.

A key part of the analysts' job is to deliver feedback to agents and help them improve their work. This is a delicate process: one misjudged comment or slip of the tongue could cause serious offense. They may feel alienated and resentful not just of the analyst themselves, but your entire company.

And how motivated do you think they'd be to deliver great customer service then?

Quality analysts should be able to review employees' performance, identifying good and bad points, before addressing issues in a constructive way. Candidates who appear blunt and lacking empathy are unlikely to be the best fit.



On a similar note, impartiality is not optional: analysts have to remain neutral at all times. Any bias can dilute the entire quality assurance program and create an unbalanced view of your customer service team's performance.

An Ability to Coach and Inspire Others

Quality analysts will be involved in **coaching service agents** to work to a higher standard. This can be a daunting prospect at first, but the best analysts find a way to relate to the individual and inspire them to be better.

Coaching follows the feedback process: if the analyst has already forged a bond by giving a fair, constructive review of the agent's work, coaching should be much easier. This demands enthusiasm and belief in the importance of great customer service.

Analysts will play a part in coaching all of your agents at one time or another. They must draw on data gathered through quality assurance and focus on the crucial aspects of the individual's work. Again, good attention to detail is vital.

Efficient Self-management and Organization Skills

Quality analysts have a lot of work to get through. Candidates with bad organization skills could cause mistakes and disrupt the QA program's flow, leaving colleagues unable to do their job as well as they would like.



QA analysts should be able to stay organized and prioritize tasks as required, rather than becoming overwhelmed by their workload. Consider putting candidates into theoretical scenarios to assess their ability to multitask and achieve goals.

Choosing quality assurance analysts for your growing business will become much easier if you focus on these elements. Once you've made your decision, give them your full support and be available to assist them when necessary.



Key Evaluation Methods in an Effective Quality Assurance Program

Implementing a quality assurance program as you scale your business serves four main functions:

- Reducing the risk of your customer service suffering a drop in quality through growth-related disruptions
- Ensuring your agents' performance aligns with your company values, even if these have been reassessed / expanded during scaling
- Creating a more quality-focused company culture
- Maximizing your business's customer experience to increase satisfaction, retention and ROI



But to make your quality assurance process as effective as it can (and should) be, you must incorporate the proper evaluation methods. This is paramount to form a comprehensive overview of your customer service team's capabilities, driving successful growth as your business expands to be bigger and (hopefully) better.

The following evaluation methods must be part of your quality assurance program:

Reviewing Customer Interactions

We've touched on evaluating customer interactions already, but let's take a closer look at why that matters.

In the best customer service departments, customer interactions take place across phone calls, live chats, emails, and social media. QA analysts must review conversations occurring on all channels to ensure a fair, balanced reflection of agent performance.

Reviewing customer interactions directly offers analysts, team leaders, managers and agents themselves valuable insights into the quality of experience delivered.

Listening to call recordings or monitoring them 'live', for example, is far more reliable than relying on customer feedback or anecdotal evidence from employees alone. You have the freedom to hear exactly how interactions unfold in real time.

The same applies to live chats, emails and more. Live chat is increasingly popular with consumers, with one survey revealing this channel had a **73 percent satisfaction rate**. It's vital to implement this channel if you haven't already, but make sure your quality assurance program includes interactions





PROBLEM

from all channels to ensure balance.

Analysts can evaluate customer interactions alone, with team leaders, with managers or with agents to determine where changes must be made. For example, consider:

- Does the agent greet the customer as they should?
- Do they take steps to identify their problem and work to resolve it as soon as possible?
- Do they empathize with the customer and remain polite at all times?

Interactions gathered from all channels should be used as evidence when delivering feedback and coaching. This ensures any criticisms are well-founded, while the employee can hear for themselves where they can improve.

The delay between the interaction itself and the evaluation gives agents an emotional distance, ideal for occasions when customers may have become angry or an argument unfolded.

Creating Scorecards Based on Key Metrics

Scorecards are a simple, effective, user-friendly quality assurance evaluation method. They empower analysts with the means to score agents' work during interactions according to multiple metrics. With the right [QA tool](#), You can create custom scorecards to reflect your company values, goals and established customer-service standards. Scorecards can be standardized across all teams to calibrate quality, or they can be customized to serve the



needs of teams with different functions and customer service requirements.

Maintaining your business identity and reputation is essential when scaling. Make sure you consider what matters most during interactions when adding metrics, across your agent's ability to follow their script, use the right tone of voice, leverage available resources to resolve problems and more.

Once scorecards have been built, your quality analysts can rate employees' performance quickly and check older ones at a glance.

Create and Share Reports

Reports are a quick and easy way to view customer service performance in an accessible format. There's no need to scour spreadsheets packed with data for hours trying to compile evidence of patterns and trends — reports streamline the entire process.

Analysts have the freedom to create reports based on a variety of data types, filtering by teams, agents and times. Team leaders and managers may not always have space in their schedule to discuss issues with analysts, but they can rely on reports to track mistakes and progress.

Reports can be based on agents' quality of service, response times, effectiveness and more. Creating and sharing them is simple, offering greater visibility for employees at all levels. Managers can stay updated on agents' ability to integrate coaching and training tips into their working process.



Gathering Customer Feedback

Your customers matter. Their views matter. Their experiences with your service team matter.

That's why gathering customer feedback is so important. Analysts can spend months exploring agents' capabilities and guiding them to provide better service, but without gathering audience insights your quality assurance program will lack invaluable data.

Customer surveys should be distributed on a regular basis, but structured to be as fast and simple as possible. The more complicated you make it, the less likely consumers are to actually respond.

A simple Customer Satisfaction (CSAT) score survey is a popular option: ask customers to rate their experience on a scale of 1 to 10. This takes a matter of seconds and tells analysts, managers and the employees themselves how beneficial the interaction was.

Another test is the Net Promoter Score (NPS). This involves asking the customer how likely they would be to recommend your business to a friend based on their experience during the interaction. Again, this runs from 1 to 10.

Those giving a response of 9 or 10 can be considered 'promoters', as they may well tell others to try your products / services. Customers assigning their experience a 7 or an 8 are 'passives', as they have no obvious reason to recommend you or complain to others.

Finally, anyone choosing a score between 6 and 0 can be called 'detractors'



— these individuals could pose a risk to your reputation if they post negative views on social media or review websites.

Paying attention to the different degrees of scores offered by your customers gives analysts a simple way to understand where your service goes wrong. The feedback can be matched to the interaction for direct insights.

If you wish to gather deeper customer feedback, surveys with multiple questions may be distributed by email or via pop-ups on your website. However, both techniques must be implemented with care: they may appear intrusive to certain customers, so keep your feedback forms short and sweet.

And don't be afraid to offer a little incentive. A discount on a future purchase or a free download (an ebook, for example) can help sway consumers' decision in your favor.

Measuring Employee Engagement and Satisfaction

It's easy to overlook workers' experience in a call center. They're being paid for their time, right, so why look any deeper into their feelings towards their job?

Because happy employees are **shown to be more productive** and, in sales-driven environments, likely to achieve more sales than their unhappy colleagues. Helping your customer service team feel more satisfied in their work might seem like a monumental challenge, especially if your business has dozens of agents, but it doesn't have to be.





Start by inviting your workers to complete a feedback form, anonymously if need be. They're less likely to be honest if their names are attached to their responses: they could either dilute their opinion or lie altogether out of fear of a backlash. When they know their views are anonymous, they have little reason to worry.

Keep your employees' feedback forms brief and simple. Ask them to rate their happiness overall, welcome their ideas for improving the workplace and let them submit suggestions, all of which should make them feel valued. Take their advice on board and think about how the best ideas can be implemented.

Reward programs are a popular way to cultivate a happier workforce too, as businesses can offer real incentives to perform to a higher standard. Gift cards, gadgets, sports tickets and more may all be available in exchange for a job well done.



You might even want to use a points-based system for tracking progress, adding a touch of gamification to everyday processes. Employees who play a lot of video games, specifically role-players, should respond to this process well.

Customers who recognize your service team is content and driven to be the best may feel more satisfied in their experience. Taking the time to review employee satisfaction and enhance it means everyone wins.

Data-Driven Training Tailored to the Individual

We've already established that a good quality assurance process gives analysts, managers and team leaders access to reams of data. But if your business doesn't take action on this, you're missing out on a lot of powerful ways to improve your customer experience.

By evaluating agents' performance, you have all the information you need to identify where training is required most. Perhaps it's the tone of voice, the product knowledge or one of the numerous other components of a positive interaction.

Analysts can work with managers to develop training suited to the individual's strengths and weaknesses. This should become an organic part of the ongoing working routine, rather than generic training sessions that do little but bore everyone in attendance. Research shows US businesses **waste billions of dollars** on ineffective training that fails to inspire real development.



Targeted training informed by performance-based data and direct input from your customers is more much effective.

Implementing all of the above methods into your quality assurance program is essential to ensure your analysts have access to the information that matters. They'll be able to work with your team leaders, managers and customer service agents to devise strategies with the potential to achieve positive changes.

Scaling your business is the ideal opportunity to review your customer service, your employee satisfaction and training. Start your journey to a bigger, better company as you mean to go on.



Keeping your Customers Happy: Do's and Don'ts of Great Service

Can you remember the last time you experienced bad customer service? How did you feel?

Even if a member of staff was mildly rude to you, or simply took too long to answer your call, a negative CX is enough to send your mood into a nosedive. You might feel ready to slam the phone down and never give the brand in question another cent of your hard-earned money.

If you know how it feels, you know how vital it is to make sure your customers never connect such negative emotions to your business.

Below, we explore the most important customer service do's and don'ts every single growing company must take on board.





Do Treat Every Customer with Respect

We know this is obvious. We know this goes without saying. But it's too easy for companies to lose respect for their customers as they grow bigger and bigger.

After all, when a startup has just a few loyal clients to focus on, it's much harder to lose sight of their value: fail to keep them happy, and the business faces a real danger of sinking. But when that same brand ends up with thousands, or hundreds of thousands, of buyers vying for their time, it becomes easier to view customers as expendable.

Never let your managers and employees fall into this trap. Every single customer matters. As we've already seen, disgruntled consumers are likely to tell numerous others about their negative experience — potentially costing you buyers.

Good training helps agents recognize the worth of making every interaction the best it can be.

Don't Ignore Customer Opinions

In the previous section, we discussed the importance of gathering customer feedback through surveys. Doing that isn't enough: you have to act on it too.

Every customer questioned has something valuable to tell you, even if it's just that your agents take too long to answer calls. In this case, you would have to look at the time it takes agents to get through interactions and bring the average length down as much as possible.



This might involve restructuring agents' scripts, hiring more staff or providing customers with more self-service resources (or even all three).

Taking action to fix problems affecting customers' experience will help boost satisfaction and retention rates over time. Simply sweeping negative feedback or complaints under the proverbial rug shows you place no value in the quality of your CX.

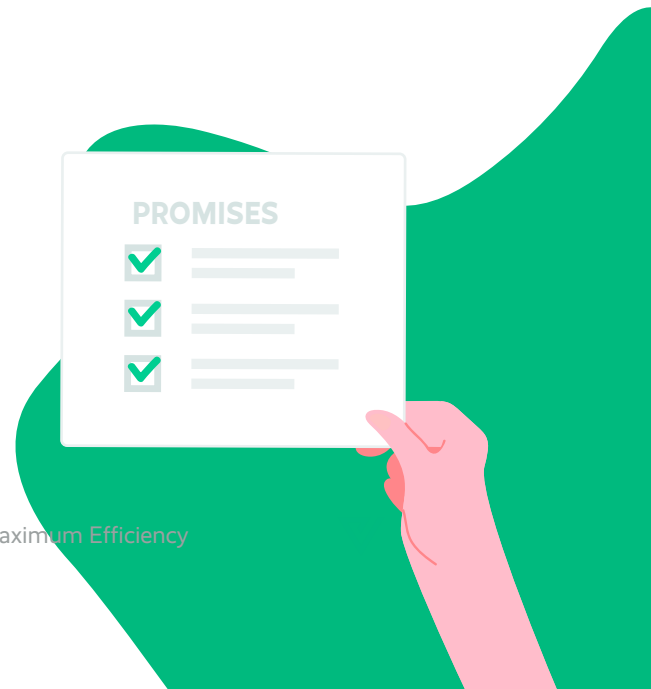
Do this too many times as you grow, and your reputation might suffer irreparable damage.

DO be Responsive

82 percent of consumers expect an [immediate response from brands](#), with more defining this as below 10 minutes.

That's a big issue. We're all busy with our careers, our families, our friends — you have to value your customers' time as much as they do. Just expecting them to wait on hold while your agents leave them in a queue is unacceptable.

Whether it's by phone, email, live chat or social media, customers want to hear from you as soon as possible. This is especially important on Facebook, Twitter etc., as other users can see your interactions — including those you've left without a response.



For example, if someone puts a message on your Facebook page asking for clarification on the terms of a current sale, others may be interested to see your answer too. That means multiple existing or potential customers could conclude you're not as interested in good service as you should be.

Make an effort to show your audience it matters, no matter how big your brand becomes — you can't sustain scaling without paying customers. Again, it comes back to quality assurance and measuring performance across your customer service team. Analyze, identify and take action.

DON'T Break Promises Made to Customers

If an agent tells a customer they'll call them back within half an hour, they better do it.

If a manager assures a disgruntled buyer they'll receive a refund on a purchase within two days, that money has to be back in the customer's account as soon as possible.

Breaking promises is a massive mistake that can cause fractures in your customer relationships. Doing it once could frustrate and disappoint someone, but doing it twice? Three times? To hundreds of people? Your reputation will take serious knocks as word spreads. Use call monitoring and customer surveys to make sure any promises made are kept.



DO Make it Easy for Customers to Self-Serve

Research by Zendesk reveals 75 percent of consumers surveyed feel [self-service is a convenient way to solve problems](#), and 91 percent would be willing to use an online knowledge base tailored to their needs.

While it's essential to have enough agents to accommodate every single person trying to reach your team, there are times when increased demand causes queues and backlogs. Scaling your business means you could struggle to cope with a rise in queries while you're adapting to larger operations.

Setting up an effective self-service system makes it easier for customers to help themselves, reducing strain on your team and minimizing the danger of low satisfaction scores. You can make creating self-service resources easier by collating the most common questions and complaints raised during interactions.

DON'T Blame the Customer

We've all heard that immortal cliché "the customer is always right" more times than we can count. And, as anyone who's worked in customer service

knows, sometimes the customer is just plain wrong.

But that doesn't mean you get to tell them that. As we've already established,





a dissatisfied customer may be a danger to your company, especially if they spread word of their negative experience across social media and / or review sites.

Never blame the customer when something goes wrong. Always be willing to accept responsibility when appropriate, and to offer sincere apologies.

Never try to make your brand look flawless by blaming a customer when you know full well the mistake is internal. Aim to leave every customer with a positive impression of your business, no matter how big it grows.

DO Offer Gifts as Part of an Apology

One of your customer service agents messes up, leaving a buyer without the support they need. Perhaps they fail to call back at a scheduled time or forget to process a refund on a transaction.

Whatever the issue, reach out to the customer to salvage whatever you can of their loyalty. Offer them a gift — a 40 percent discount, for example, or a gift card. Just make sure it's something the customer's likely to actually want.



DON'T Cut Corners on Quality Assurance

Your quality assurance program has the power to transform your business's customer service before, during and after scaling.

You should invest the necessary time and resources into maximizing the program's efficiency. Don't hire just one quality analyst when you know your growing company needs at least two or three to accommodate the size of your service team.

Equipping your analysts with innovative [QA software](#) streamlines their work, offering greater accuracy and speed than a more manual process based on spreadsheets. Embrace tools that automate smaller elements of quality assurance, leaving your analysts more time to focus on helping your customers enjoy an exceptional experience.



Conclusion

Good Customer Service and Quality Assurance Remain Fundamental when Scaling your Business

Scaling your company is an exciting time. You've worked tirelessly to gain a foothold in your sector. You've built a loyal audience that understands what makes your products / services special. You've amassed a team of service agents communicating with customers across multiple channels.

But expanding can take up more time, energy and resources than you expect. Don't let your attention be diverted from the driving goal of any for-profit business: leaving customers satisfied and securing their loyalty.

You must scale your customer service team to a proportionate level to match your business's growth. And a comprehensive quality assurance program ensures your customer experience is the best it can be, based on in-depth evaluations, constructive feedback and tracking performance.

Always aim to deliver the best customer experience in your niche, no matter how big your brand becomes.



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Our mission is to empower teams to deliver great customer service. PlayVox is a Quality Assurance Software created with one purpose: help you achieve complete customer satisfaction by empowering your work team. We have carefully thought out every feature to help your quality monitoring process be smarter, easier and faster than ever. Our three primary benefits are to help you find the tickets you need by creating filters, personalize scorecards for every scenario you need to evaluate, automatically create reports that help you find areas of improvement and give your agents recognitions for their good performance with our reward system: Karma Points. By using Playvox you can finally get rid of spreadsheets. We have made Quality Monitoring processes easy for you and your team, so that you can focus on the rest.

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