

HOW TO REDUCE CUSTOMER ESCALATIONS

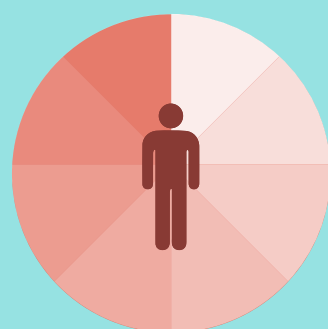
Quick Reference Chart

By Marci Reynolds, Customer Operations Expert

ALIGN CUSTOMER EXPECTATIONS

Inspect what they expect.

Determine, document and communicate product and service offerings, internally and externally. Under promise and over deliver.



UNDERSTAND WHY

Take action to eliminate the problems.

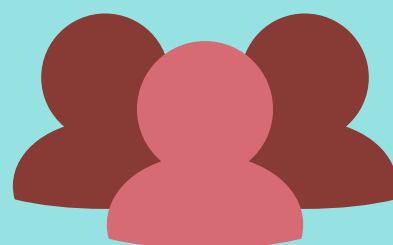
Collect data and feedback to understand why customers escalate. Take action to fix the problems. Avoid band-aid solutions. Celebrate wins.



EMPOWER THE FRONT LINE

Train, coach & motivate employees.

Train, coach and empower the front line employees to resolve the majority of issues without requiring approvals. Ensure employees feel comfortable asking for help. Minimize internal hand-offs.



PRIORITIZE EFFORTS

20% of customers likely drive 80% of revenue or profits.

Prioritize how to handle different types of customers. Create a “top customer list”. Educate employees how to differentiate service depending on the customer.



COMMUNICATE

Continually update key stakeholders.

Keep internal and external stakeholders up to date on efforts to prevent or solve critical challenges. Use the right medium to share messages. Leverage words and phrases that instill confidence.



MORE AT WWW.THEOPERATIONSBLOG.COM