DIALAMERICA

The Bottom-Line Importance of Positive Customer Service

How contact center interactions directly impact customer loyalty and future profits

The quality of a company's customer service can significantly, and positively, impact opportunities for repeat sales, customer loyalty and overall profitability.

According to a study by analytics firm ForeSee that was recently featured in a ZDNet article, customers satisfied with contact center interactions are 154 percent more likely to make additional purchases and 238 percent more likely to recommend the brand to someone they know.

A recent Harvard Business Review blog post also weighed in on the power of customer relationships, discussing how customers have a unique understanding and credibility with their peers that can make them powerful brand advocates and salespeople.

These findings unequivocally show that positive contact center experiences are vital to continued business success, regardless of the touch point (telephone, email, etc.) a customer uses to connect with a brand. This is particularly true as social media channels provide more ways for customers to share their brand experiences with each other.

In its analysis of ForeSee's findings, the ZDNet article shared the following best practices to increase customer satisfaction:

1. Use a contact center in the same country or locale as the customers it will serve, as "this can make or break customer experience ratings."
2. Maintain consistency between channels. Contact centers, by definition, should be able to provide a uniform level of service and satisfaction regardless of the customer's choice of communication methods.
3. Prepare service-focused agents to handle potential incoming criticism and use it as an opportunity to build relationships.

Making the decision to invest in a contact center partnership that is poised to maximize the power of customer relationships can offer a company tremendous growth opportunities. Not doing so can leave money on the table. When selecting a contact center partner, brands should be mindful of these best practices, as well as the overall ability of the contact center to integrate with, and seamlessly represent, them.

DialAmerica is Growing!

To support growing client demand, DialAmerica is expanding its contact center operations in Mahwah, N.J., Rochester, N.Y. and Gray, TN. The Rochester contact center signed a 20,554-square-foot lease at 2250 Brighton Henrietta Townline Road, a two-story standalone facility. In Gray, the contact center has increased its footprint an additional 3,000-square-feet. The Mahwah contact center, based at the company's headquarters, is hiring at all levels, from agent to corporate. The expansion of these three contact centers, which provide both inbound and outbound teleservices to support clients' marketing and sales programs, will be creating more than 180 new local jobs.

Interested job candidates can apply online at www.dialamerica.com/careers.