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# How to build a modern digital customer service strategy



10 real-world insights  
for B2C leaders

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Today, when customers need to interact with brands, they want to use the same tools they enjoy for personal communication. As customers rely less on voice communication

and more on messaging, social applications, and other mobile apps, brands have quickly realized

they need to meet customers on their terms if they expect to build strong brand loyalty. Because if brands aren't using those tools, customers simply move on to those that are.

That's why it's so critical for brands to build new digital avenues to communicate with their customers. Companies that deliver rich, personalized, and consistent customer experiences across all channels, particularly digital ones, have the inside track to grow market share and revenue.

The challenge of building a superior customer care strategy begins by empowering agents with

the tools and solutions required to solve customer issues quickly and effectively. To do so, they need technology that builds complete customer profiles

## **GO BEYOND VOICE AND CHAT TECHNOLOGY TO DELIVER AN “OMNI-DIGITAL” CUSTOMER ENGAGEMENT STRATEGY**

and gives agents immediate access to the company experts who can solve problems quickly.

The goal of any successful organization today is to go beyond voice and chat technology to deliver an “omni-digital” customer engagement strategy that helps them reach customers on all the digital communications channels they love today, as well as those they'll use in the future.

The following guide will help you understand the most common challenges of building an effective digital customer engagement strategy, as well as tips to help overcome them.

A woman with curly hair is smiling and looking down at a smartphone. She is wearing white earbuds. The image has a blue tint and is used as a background for the text.

**CUSTOMER SERVICE  
SHOULD BE AS EASY  
AS TEXTING A FRIEND.**

# INSIGHTS

## 10 real-world insights for B2C leaders

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## Stop responding to the same person on multiple channels

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If you're unable to detect multiple identities as the same user, agents spend more time resolving service issues, increasing operating costs and reducing productivity. It's critical to build a process that **merges social identities** and automatically identifies the best channels to answer customer inquiries, preferably meeting customers on their channel of choice. Map inquiries from multiple customer profiles to a single user identity that groups requests on a single ticket.

## Avoid bouncing customers from agent to agent

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Customers want to receive consistent answers to their inquiries on all channels, without sacrificing quality of service. Organize agent teams by skill set rather than by channel to avoid frustrations and avoid redirecting customers. As a result, you'll be able to **provide a consistent experience across channels**, and each team can reply to customers on the channel in which they started the conversation.

**88% OF CUSTOMERS  
HATE HAVING TO REPEAT  
THEMSELVES VIA  
MULTIPLE DIFFERENT  
CHANNELS.**

## 3 Play nicely with chatbots

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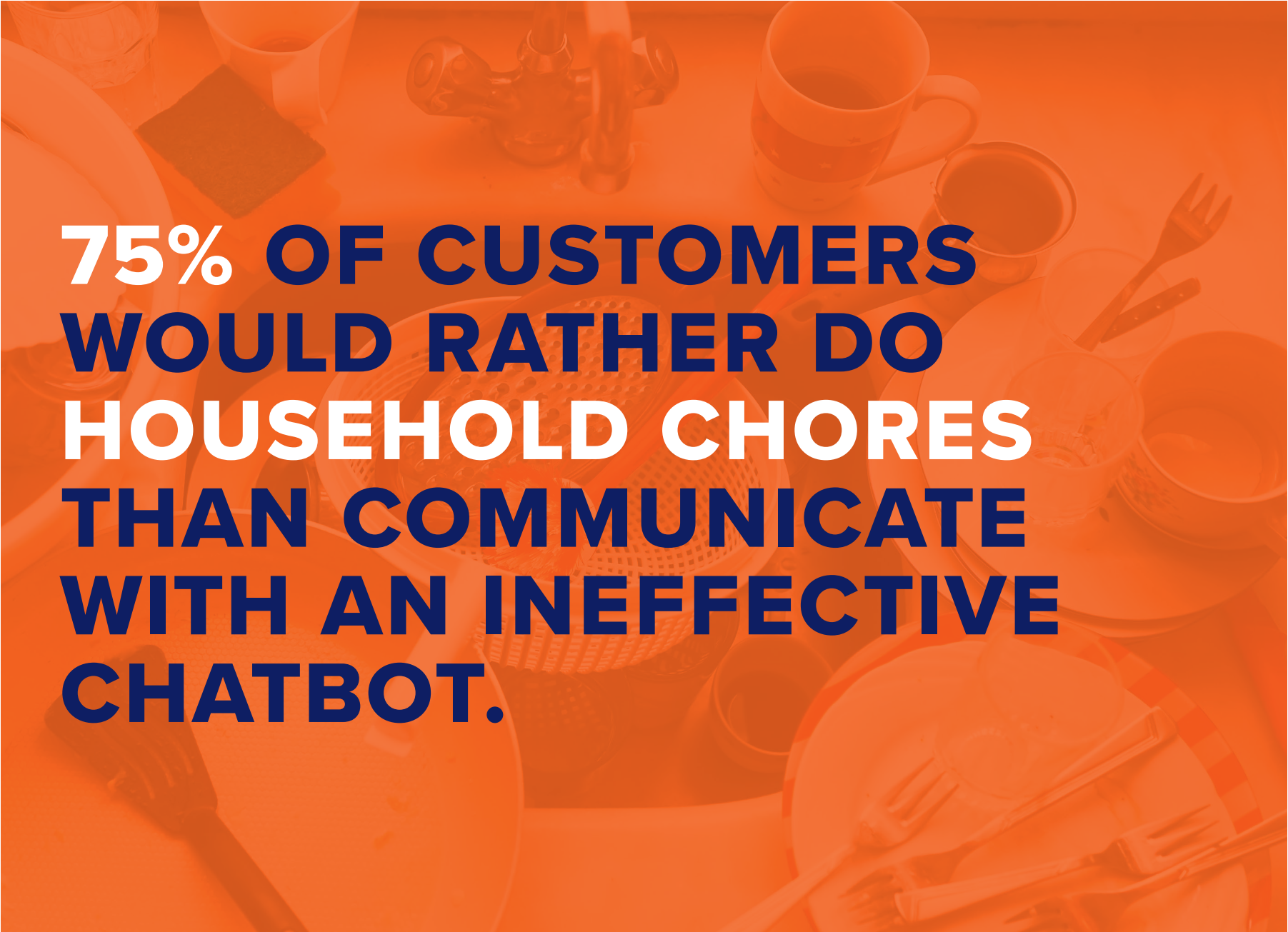
Despite chatbots' ability to deliver instant replies, they will never have all the answers to customer questions. Define a precise scope of action for your chatbot. **Enable collaboration between chatbots and agents** by allowing the bot to hand over the interaction to an agent to maintain the best customer experience possible. Ensure the handover from bot to human occurs on the platform the agent is already using to offer a seamless transition to the customer.

## 4 Say goodbye to busy work

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Productivity and agent satisfaction decline when they spend too much time resolving the same issue again and again. Find ways to reduce basic and mundane tasks to save costs and retain customers. For example, look into deploying self-care AI chatbots and microbot solutions that allow customers to receive a level of care without requiring the assistance of an agent.





**75% OF CUSTOMERS  
WOULD RATHER DO  
HOUSEHOLD CHORES  
THAN COMMUNICATE  
WITH AN INEFFECTIVE  
CHATBOT.**



## Get on board with digital-centric processes

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Processes differ from voice to digital. Think about the criteria you'll use to **route and prioritize messages** (e.g., the topic of the message, language, keywords that indicate sensitivity, and customer status [VIP, for example]). Take into account the nuances of each channel; the same message sent via email won't translate on Twitter due to character limitations.

## Organize digital response teams around competencies, not channels

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Organizing customer service teams by channels (e.g., voice, email, chat) means that information does not circulate between teams, causing longer response times. By using a single digital customer engagement platform, each team can process messages on several channels at the same time. To organize your team by competencies, start by mapping how each of your departments will answer customer inquiries. This will help you provide consistent experiences across channels.

**75% OF CUSTOMER-FACING EMPLOYEES SAY THAT DISJOINTED TECHNOLOGY HINDERS COLLABORATION, PRODUCTIVITY, AND JOB SATISFACTION.**

## Take your customers off “hold”

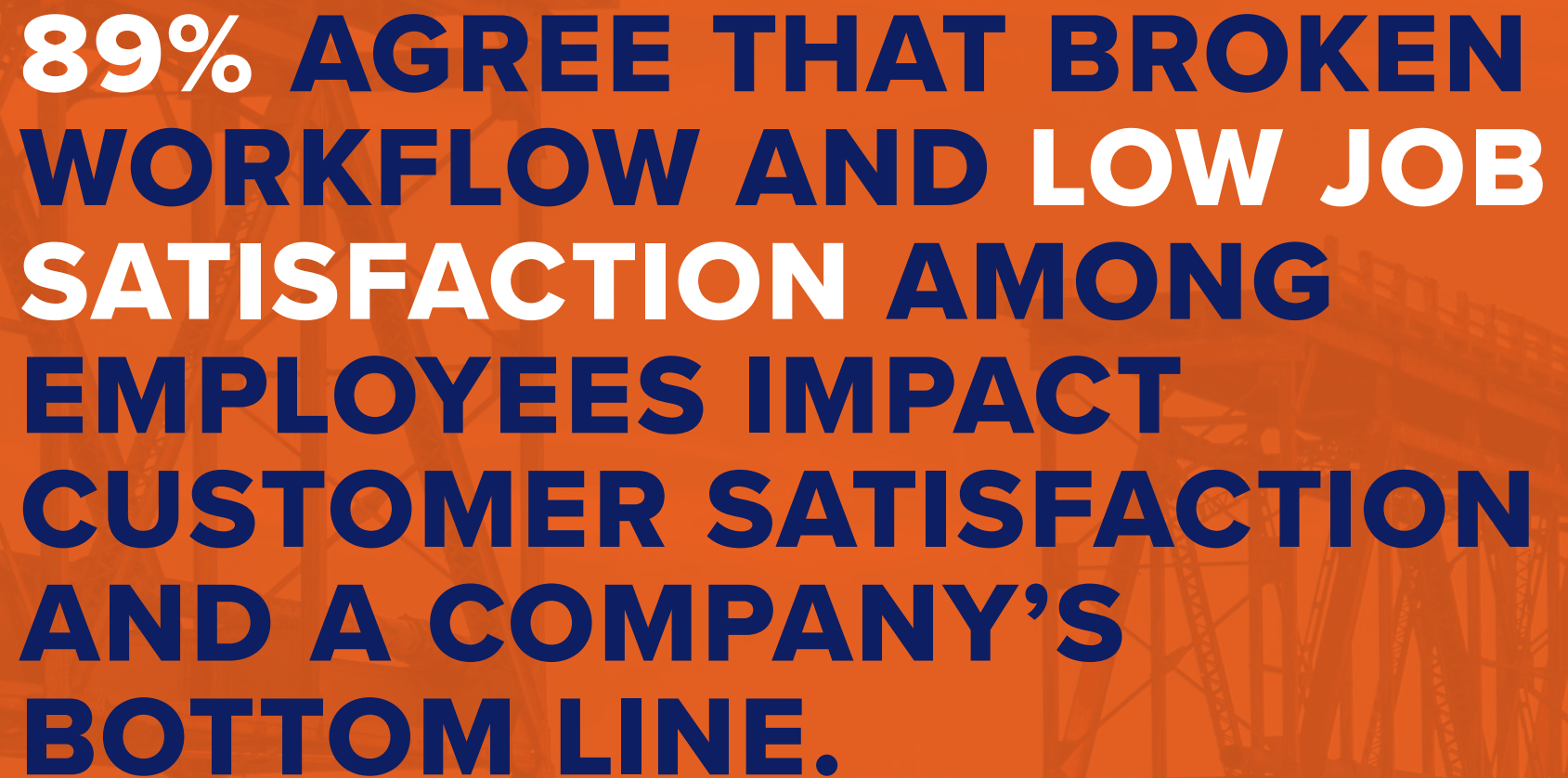
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Seasonality in sales cycles, product launches, holiday schedules, etc. can greatly impact your ability to respond to customers. Look for solutions that help monitor key metrics, such as average handling time and first-contact resolution rate. Agents need specific tools, such as reply assistants, knowledge databases, and even spell check, to reduce their handling times. Track analytics by team, agent, topic, and source to discover and understand the cause of repeated requests, so you can solve problems and **allocate resources more easily, especially during unpredictable traffic peaks.**

## Quit thwarting agent autonomy

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Using multiple communication tools in your contact center requires constant training, incurs high costs, lowers staff availability, and leaves agents with little time to study products and offers. Select intuitive tools to keep agents engaged, and set up a framework to help them achieve initiatives without the need for IT. **Empower agents** by equipping them with contextualized templates to assist in providing customers with quick and complete responses to their inquiries.

The background of the slide features a faded, grayscale image of an industrial construction site, showing scaffolding and structural elements. This image is overlaid with a solid, vibrant orange color that covers the entire lower half of the page.

**89% AGREE THAT BROKEN  
WORKFLOW AND LOW JOB  
SATISFACTION AMONG  
EMPLOYEES IMPACT  
CUSTOMER SATISFACTION  
AND A COMPANY'S  
BOTTOM LINE.**

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## Give agents work they're excited about

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Digital customer engagement skills put more emphasis on written language (spelling, grammar, punctuation) than voice. Among your agents, identify which are most interested in managing digital channels. You can then **adapt skills by technology** and plan training for those who need more development. Once you've determined which agents are reluctant to use digital channels, you can avoid putting them in situations where they're unlikely to succeed. Finally, develop a recruitment profile for new digital agents.

## Make data human

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Large amounts of transactional, conversational, and personal data are generated from within a business's application ecosystem. Make sure to use an open customer engagement platform that allows you to **synchronize data from multiple sources**. This means all necessary information is available to direct inquiries to the correct agent, preventing the need for rerouting calls. Agents will be able to identify the customer from the beginning of the exchange, providing a smoother experience across all channels.


**56% OF EMPLOYEES FIND  
TOGGLING BETWEEN  
COMMUNICATION  
APPLICATIONS HAS  
CAUSED THEM TO LET  
DOWN CUSTOMERS.**




## RingCentral Engage Digital™


RingCentral Engage Digital facilitates digital transformation by helping businesses expand, direct, and nurture their digital customer relationships. The RingCentral Engage Digital platform tracks all interactions in a single system, redistributing inquiries automatically according to availabilities, customer profiles, or types of requests.

With a full history and precise account of each interaction, companies can now analyze and better manage customer activity while increasing overall satisfaction. Visit [ringcentral.com](https://ringcentral.com) and reach out for a free demo.

 Julie Champ AR Wednesday 10:27  
Hello, the package I ordered is missing an item.  
What should I do?

 Olivier Mentine AR Wednesday 10:27  
Hi, Julie. Thank you for reaching out.  
Can you please share your order number?

 Julie Champ AR Wednesday 10:28  
Sure, it's 5892039

 Olivier Mentine AR Wednesday 10:28  
Thank you. I was able to figure out where  
your missing item is.

# About RingCentral

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RingCentral, Inc. (NYSE: RNG) is a leading provider of global enterprise cloud communications, collaboration, and contact center solutions. More flexible and cost-effective than legacy on-premises systems, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect from any location, on any device, and via any mode. RingCentral provides unified voice, video meetings, team messaging, digital customer engagement, and integrated contact center solutions for enterprises globally. RingCentral's open platform integrates with leading business apps and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

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