Checklist

Connect with Your Customers

Are You Positioned to Create a Stellar Customer Experience?

Thriving businesses are built on loyal customers. But even loyal customers can become frustrated and angry enough to leave if they find it difficult to connect with you. If you're struggling with creating a quality customer experience, it may be time to examine your communication system.

Below are some checkpoints to consider as you look at how to improve your customer experience.

Customer Feedback

Customers regularly offer feedback, ratings or reviews through our own tools. Customer feedback is essential to understanding trends, but many are unwilling to give feedback if doing so is not easy. Offering simple ways to provide instant reviews and feedback after an interaction may help gauge the quality of the customer experience.

Online customer feedback is mostly positive. Online customer feedback is mostly positive. Consumers increasingly give feedback online. That feedback may indicate, in part, how your communication system is impacting your customers' experience with your company. Positive online reviews and ratings indicate a robust communication system and a culture focused on customer care. On the other hand, frequent complaints about hold wait times or inability to reach customer service could mean that your system isn't keeping up with demand.

We have someone dedicated to monitoring both direct and online feedback. Feedback is useless without some way to collect, evaluate and analyze it. Depending on the size of your company and the frequency of contact with customers, you may need more than one person to monitor social media and online review sites.

⁇ Ask yourself

- **Do you have a way to gather customer feedback?**
- **Are customers using it?**

Customer Engagement

We have multiple ways to communicate with customers beyond phones and e-mail. In an online era, customers expect to have multiple options for communicating with businesses. If your company doesn't offer options such as SMS or web chat, you could be losing business.

Our call center agents or customer support reps report mostly positive interactions and resolutions. Employees on the front line of customer interaction are the most likely to know what customers need and want from an interaction. If those employees report mostly negative interactions, ask them why. What tools are they missing, and how can you provide those? If you can't accommodate their needs on your current system, it may be time for an upgrade.

Our call center tools offer the most cutting-edge options to ensure that customers get the support they need. Current call center technology offers such options as chat translation, embedded video, co-browsing on a company website and other features beyond web chat. Modern call centers are designed to provide customers with the seamless support to have their questions answered and issues resolved in the most positive way.

⁇ Ask yourself

- **Are your customers asking for communication methods that you can't provide?**
- **Does your call center have the tools it needs to offer an exceptional customer experience?**

Evaluating and Improving Experience

We rarely or never have outages, so customers can always reach us multiple ways. If your phones and Internet connections are unstable, it's almost a guarantee that you are missing out on customer interactions. And customers may not tell you they can't reach you; rather, they'll simply call your competition.

Our communication system has robust reporting functions that we regularly analyze. If your communication system doesn't include reporting functions, you may be missing out on insights that could help catch trends and allow you to pivot toward customers instead of away from them.

⁇ Ask yourself

- **How many outages do you have per month? Per year?**
- **Do you have a way to capture trends in customer interaction?**

How are your customer interactions?

✔ 1 to 3 checkmarks

Chances are high that your customer experience is suffering. Customers may be frustrated with interactions, or your system may not be keeping up with demand. Allstream® can help you build a system that makes every customer experience one worth sharing.

✔ 4 to 6 checkmarks

Your customers can probably reach you most of the time, and while they may not cheer every interaction, they may not complain, either. You have a great opportunity to turn your existing customers into company evangelists. Allstream can help.

✔ 7 to 8 checkmarks

At this stage, your customers are likely recommending you to everyone they know. You have taken the customer experience and made it something others emulate. But now isn't the time to rest—be sure you're regularly delving into your reports and evaluating customer communications so that you can get ahead of trends. And stay in touch with your Allstream rep so that you never miss a new way to connect with your customers.

What's next?

1. Find the gaps.
Look for the gaps in your customer communications. Where are they breaking down? Do you have frequent outages? Do customers ask for more connection options? Wherever the gap is, Allstream can help you repair it.

2. Prioritize.
Once you've evaluated your communications and discovered where the breakdowns are, prioritize from most important to least.

3. Contact vendors.
Wherever you need to improve your customer interactions, look for vendors to help.

Allstream has the cloud communication solutions to provide your customers with the quality experience they expect. To learn more, contact us.

Visit allstream.com to learn more.

Contact Sales

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About Allstream

Allstream is a leader in business communications throughout Canada and the United States. With Allstream, customers benefit from access to an expansive network of experts and a team focused on reliability. As a single provider of voice, collaboration and connectivity solutions, Allstream makes communication and collaboration easy. Allstream is a leading provider of business communication services that open opportunities and connect customers to their colleagues, customers and communities. The combination of our purpose-built network and scalable solutions, means we can deliver the latest technology and customer experience, to drive our customers to accelerate into the future.

Big enough to deliver, small enough to care.

Voice and Collaboration | Connectivity | Managed IT

allstream.