

Optimize Customer Service to Build Brand Reputation

Customer service plays an important role in almost all industries. Whether you are managing a retail store or a hotel, running an airline or a credit card company, selling shoes or cars, customer service is a critical factor that can make customers love or hate your brand. In today's connected world, good or bad customer service experience is not limited to an individual. While great customer service can turn customers into loyal social advocates, bad customer service can fuel negative sentiments for your brand and redirect customers to the competition.

With customers using multiple touchpoints like phone, chat, app, email, in-store, and social networks as well as the advancements in the industry through bots and voice assistants, it is becoming increasingly important to ensure that all the touchpoints provide optimal levels of customer service. Traditional customer service metrics often fall short in establishing the impact of each touchpoint on the brand reputation in the digital world.

MavenMagnet uses an integrated approach to measure touchpoint experience. The customer connect data collected from all touchpoints operated by the company is analyzed on a level scale. This analysis is granularly integrated with the experience customers share on digital platforms like blogs, forums, and social networks. The combination of the two data sets – one where customers are interacting with the company, and the other where they are sharing their experience with their social connections – provide a holistic assessment of the company's customer service efficiency. MavenMagnet touchpoint experience KPI is proven to be a more realistic measure of the performance of each touchpoint and the impact it is having on the brand reputation.



At MavenMagnet, we have developed innovative technological capabilities to discover insights from large data sets. We are fully GDPR compliant and adhere to the most stringent industry and government privacy standards. We use the most advanced technological, analytical and statistical techniques to help you optimize your customer service experience and boost your brand reputation.

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