

Customer Service It's a Marketing Thing!

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& YK Communications**

Topics

- What is Marketing and Customer Service?
- Web-Savvy Customer Service
- Reasons Marketing & Customer Service Should Work Together
- Strategies, Examples, and Take Aways

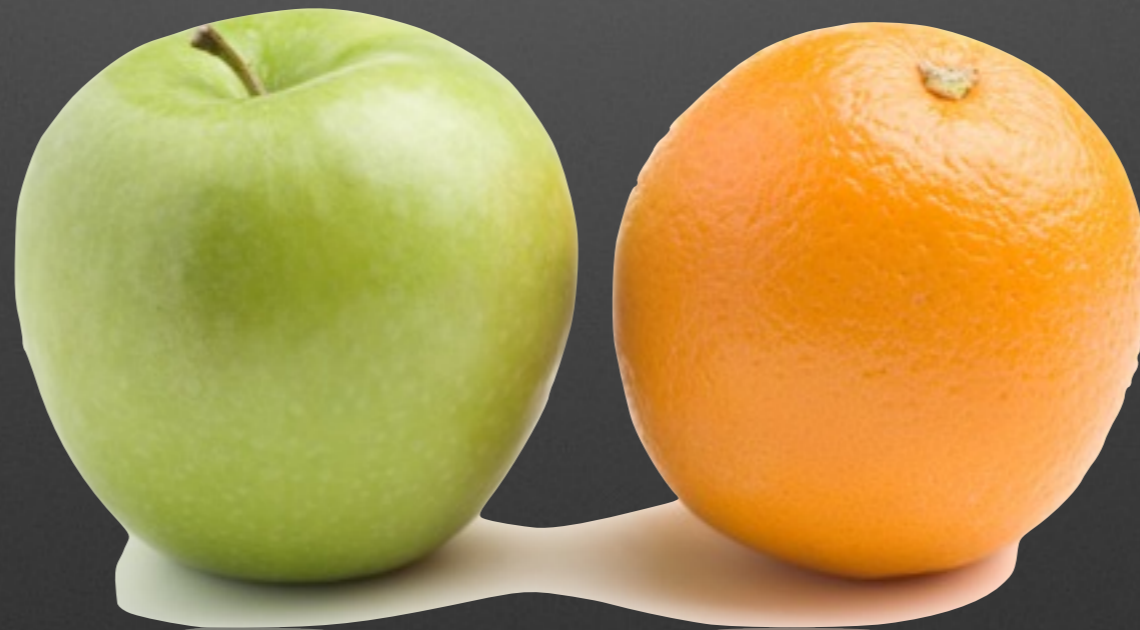
**We have
GREAT
Customer Service!**

KING BURGER



Traditional Organization

- Marketing's role is to create new customers.
- Customer Service's role is to keep them.





Definition of Marketing

- Marketing is the process of teaching consumers why they should choose your product or service over your competitors; if you aren't doing that you are not marketing. It's really that simple! The key is finding that right method and defining the right message to use to educate and influence your consumers. Companies make the mistake of thinking that marketing is just "one" thing, but marketing is everything that the consumer encounters when it comes to your business, from advertising, to what they hear, to the customer service that they receive, to the follow-up care that you provide. It's all marketing and creating the decision within the consumer wither or not to choose you initially or for repeat business.

Customer Service Must Be Web-Savvy

- 40.5% rate online customer service better than in-store
- 33.0% rate about the same
- 18.0% rate in-store customer service better than online
- 8.5% no opinion

Customer Service Must Be Web-Savvy

- Retailers have more work to do in creating omni-channel customer service strategies
- Two channels are often used at once
- Consumers requesting email receipts, mobile checkout, and user-friendly websites

Customer Service Must Be Web-Savvy

- Preferred Customer Service Channels:
 - 24.5% - Web Chat
 - 17.9% - Email
- Least Preferred Customer Service Channels:
 - 30.2% - Video Chat
 - 22.6% - Telephone

Customer Service Must Be Web-Savvy

- 75.0% of marketers identify customer service as their primary use for their social media platform
- 26.0% describe customer service as a department responsible for leadership to social media strategies

A yellow sticky note is centered on a dark grey background. The note is slightly tilted and has a white border. It contains the text 'CUSTOMER SERVICE' on the top line, '== ' in the middle, and 'MARKETING' on the bottom line, all written in a black, hand-drawn font.

CUSTOMER
SERVICE
==
MARKETING

7 Reasons Marketing & Customer Service Need to Work Together

Reason #1

Better Social Media Support

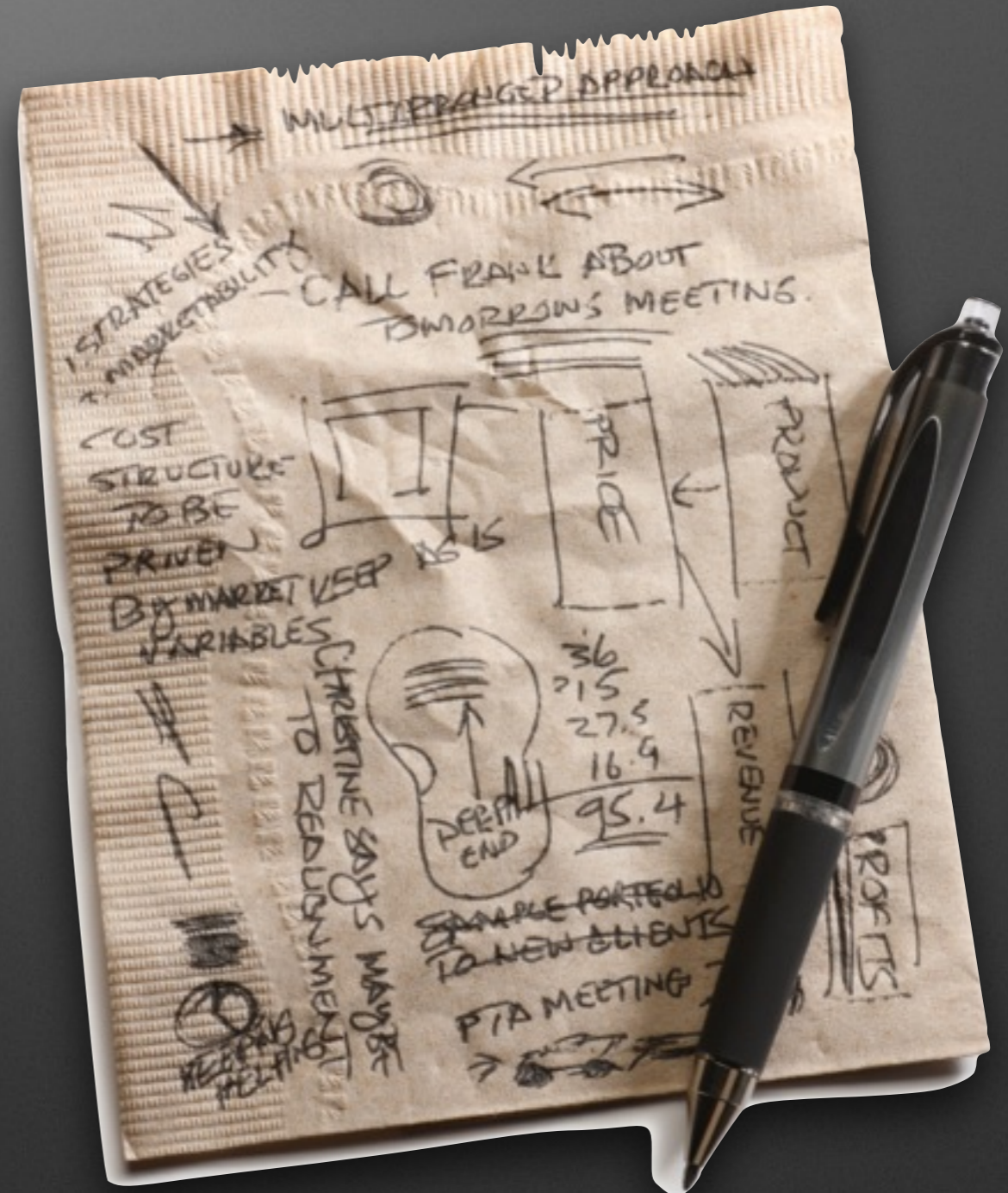
- Marketing department should manage social media
- Customer Service department has training and resources to resolve customer issues
- Social Media Management Tools such as Hootsuite or HubSpot
 - collaborate with other departments
 - route customer support questions
 - easier communications



Reason #2

Content Creation Ideas

- Marketing knows “Content is King”
- Customer Service has a goldmine of viable content ideas
- Marketing wants to solve problems and Customer Service knows what the problems are
- Meet regularly to share current problems and success stories



Reason #3

Deeper Understanding of Buyer Personas

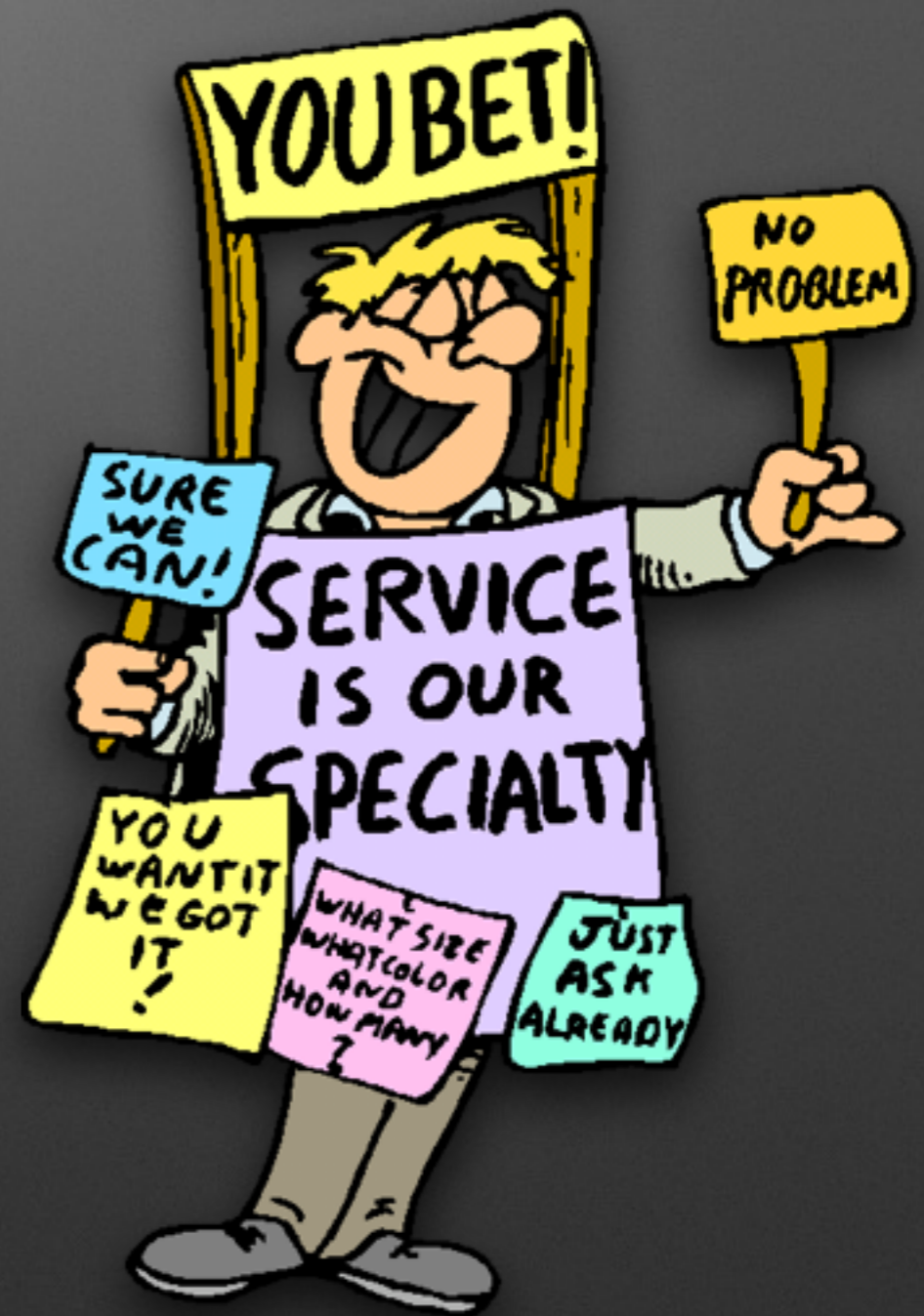
- Fictional representations of your target customers
- Reason #2 may show that you really don't know your customer
- Benefits of understanding personas include customer needs, problems, interests, where they spend time, better leads, analytics, better product development
- Sit in on customer service meetings or customer calls



Reason #4

Setting Customer Expectations

- Churn is the result of misleading expectations that can be attributed back to misleading marketing campaigns
- Customer Service can notify Marketing of instances when inadequate or misleading expectations have been set



Reason #5

Unified Messaging

- What happens when Customer Service is not aware of a recently launched marketing campaign?
- Important for Customer Service to be aware of campaigns prior to launch
- Customer Service can address service concerns before they happen
- Create shared resources



Reason #6

Promote Success & Happiness

- Customer problems aren't the only thing to talk about
- Department alignment enables Marketing to pinpoint customers that make great case studies, examples, and testimonials
- Encourage online review marketers covet
- Helps Customer Service drive outreach and marketing efforts (#ruraliscool)



Reason #7

Product Marketing Initiatives

- Customer Service is tuned in out how customers use products and services
- May not be in line with how products and services are marketed



Strategies, Examples, and Take Aways

Make customer service a priority in all divisions of your company.

- Training must come from the top down to all departments
- One department can cost a company customers



Be careful how you reward employees

- Avoid high-pressure sales
- Be empathetic and understanding to customer situations



Eliminate retention departments and empower staff



- Acquiring a new customer is 6 to 7 times more expensive than keeping the ones you have
- Retention department is a sign of reactive support
- Empowering staff members make for happier customers - Ritz-Carlton Example

Measure Customer Service

- Customer Service Survey
- Be prepared to act on data
- Our Survey



Example Swap & Questions

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