

Customer Service Automations (that save!)

How to do #allthethings with less time and less money.



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What do I know about service anyway?

- 7+ years in food & beverage business as a server/bartender
- 7+ years in travel & hospitality (motel maid to corporate strategist to travel agent to business owner)
- 10 + years in US Army as a service member (but, that's a different kind of service!)
- 6+ years online business owner
- WELL Women's Business Center Director – advising & training women in business across industries

-Implementing small business automation is my favorite!



Why Care?

About Automating Customer Service



Customer Retention

91% of customers say that good customer service makes it more likely they'll make another purchase.

Conversion v. Retention



Changing Environment

87% of service professionals say customers have increased their use of digital channels during pandemic.

Digital v. Analogue



Imbalanced Resources

While caseloads rise or stay the same, budgets and headcounts for service professionals decrease.

Demand v. Supply



Customer Preferences

65% of customers prefer self-service for simple matters and rely less on phone, in-person, and email.

Self-service v. Full-service

Examples of Customer Service Automations

Live website or app chatbots with AI

01

For Example – Facebook page chat bots – inquiry about operating hours.

Automated email output or responses

02

For Example – Autoresponder sequences – after a purchase, customer gets email series.

Self-service facilities, sites, portals, equipment

03

For Example – FAQs page or video tutorials available on-demand

Internal workflow automation

04

For Example – CRM or Project Management Software – establish workflows that assist in self-service and/or escalate to service professionals



Industry Specific Examples



FOOD & BEVERAGE

Robot Servers / Food Prep, Self-Service Kiosks / Tablets, QR Codes, Food Lockers, Website Ordering & Reservation, 3rd Party Delivery & Reservation Apps, Loyalty Apps



RETAIL

Automated Inventory Management Systems, Automated returns services, Self Checkout, Shopping Cart Suggestions, Order Status Updates, Product Personalization



HIGH-TOUCH SERVICE

Appointment Schedulers & Reminders, Automated Digital Forms, Invoicing & Payment, Loyalty / Promo Marketing, Satisfaction Surveys, Check-in Kiosks, FAQs



MANUFACTURING

CRM / Project Planning / Customer-Support Software, multi-channel support (rise in live chat & video-based diagnostics), on-demand training, Inventory Management

Quick Solutions

You can implement this week!

Self-Service

Customers want to help themselves!

- Create a FAQ Page on your site; and/or,
- Record a video tutorial to address FAQs and post online; and/or,
- Set up an online booking system for appointments or reservations; and/or,
- Enable automated refunds up to a certain price.



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THANK YOU

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