

# Turn Customers into Fans

## Top 10 To-Do List for Contact Centers



**1** Problem **Fix**

Slow response time

**Implement cloud software to respond at the speed of now. Use proactive listening technology to assist immediately & reduce customers' effort.**



**2** Problem **Fix**

No personalization

**Integrate your contact center & CRM data for more insight on individual customer journeys.**

**3** Problem **Fix**

Lack of empathy

**Give agents soft skills training on communication & active listening.**

**4** Problem **Fix**

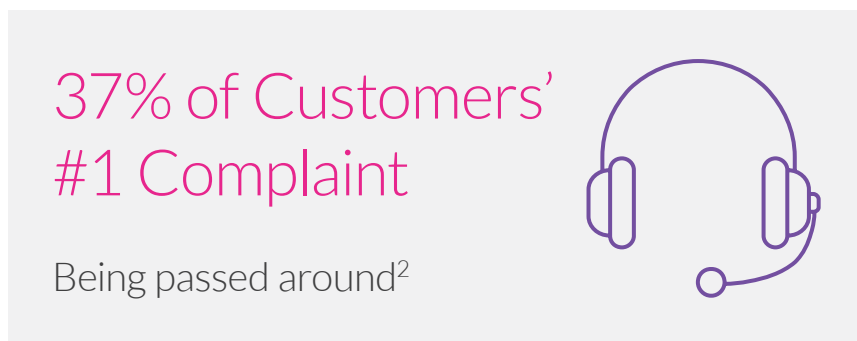
Canned responses

**Encourage the use of personalized language. Guide agents on when, how, & why to use it.**

**5** Problem **Fix**

No consistency

**Use intelligent routing to connect repeat customers with the same agents.**



**6** Problem **Fix**

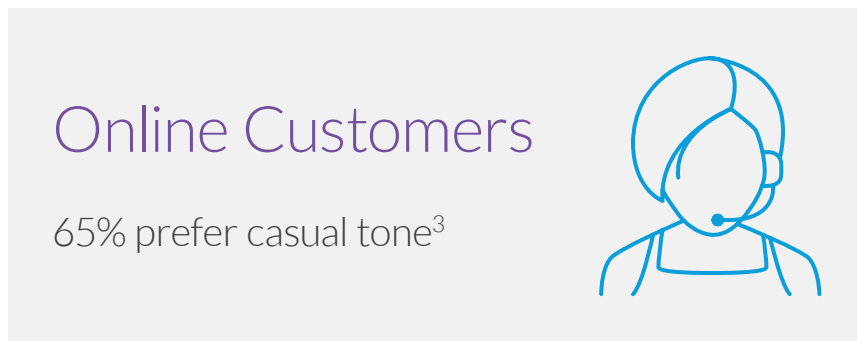
Channel hopping

**Go omnichannel: understand which channels customers prefer & provide as many as possible.**

**7** Problem **Fix**

Wrong tone

**Hire agents with different communication skills. Use predictive routing to pair the right customer with the right agent @ the right time.**



**8** Problem **Fix**

No apology

**Make sure agents are not afraid to say sorry. It's key to providing empathetic service.**



**9** Problem **Fix**

Repetition

**Connect your contact center & CRM to keep customers from having to re-submit information.**

**10** Problem **Fix**

No customer compensation

**Adjust your service KPIs so agents are empowered to make things right for a customer experiencing issues.**

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1 Forrester  
2 UK Mirror  
3 Software Advice  
4 Carey School of Business