

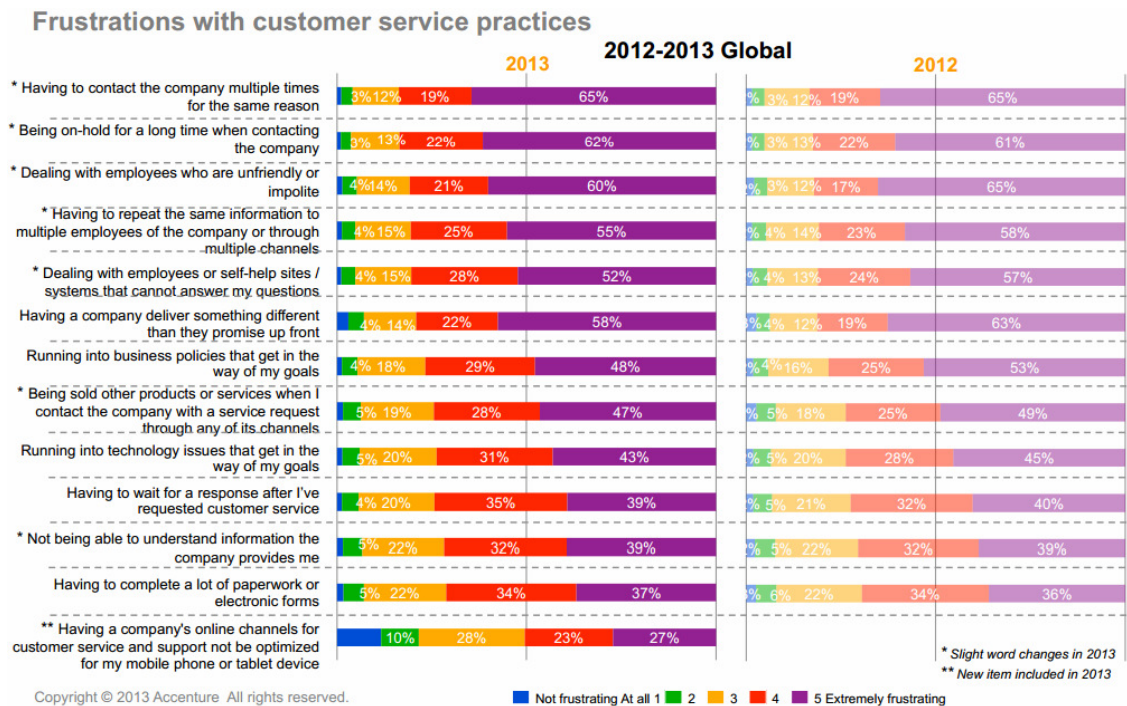
CONSUMER FRUSTRATION IS RISING

Getting poor quality customer service is common, but what annoys consumers the most? The 2013 Global Consumer Research by Accenture does some delving.

Top of the frustration charts was the need to contact a company multiple times to get their issue addressed.

Being put on hold for a long time is cited by 90% of respondents as a key frustration; while 89% of respondents hate having to repeat the same information to multiple employees of the company or through multiple channels.

Dealing with employees who are unfriendly or rude was also high on the list of frustrations.



How can this be fixed? The Accenture solution is multi-faceted, and is based on businesses taking a strategy that leads to “multi-channel, seamless, hyper-relevant customer relationships at scale”.

AN OPPORTUNITY FOR TRUST+

The picture painted by Accenture is a perfect expression of the market opportunity for Trust+, the patented call recording service developed by ServeMeBest.

The goal of ServeMeBest technology is to enhance quality in customer care by developing transparency and trust in the relationship between business and customer.

Trust+ is a key tool in achieving this goal. It works to enhance quality during call interactions, by offering the caller access to a call recording. Specifically, this addresses many of the frustrations cited in the Accenture research:

- As service agents know that the caller has access to the call recording, they take care to deal with the issue at hand fully, so the customer does not need to call again, and does not get redirected to another staff member.
- Trust+ records all of the call – including queue time. This leads to pressure on customer service managers to ensure wait times are minimized.
- Call recording in itself leads to more civil and friendly conversations. Nobody wants to be embarrassed later, so it benefits both caller and staff, as discussions remain polite.

Poor service quality has consequences, and Accenture notes that "51% of U.S. consumers switched service providers in the past year due to poor customer service experiences, up 5% from 2012."

For progressive organisations, Trust+ will play a key part in ensuring that they are not a victim of switching in the digital economy.

At ServeMeBest we specialize in technology innovations to deliver tools and services to service providers that raise the quality of customer care through transparency.

Trust+ is a service that enables service providers to offer callers the option to record calls, and then access the recording securely via their mobile. Trust+ is patented in the USA.

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