Customer Service Automations (that save!)

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

not necessarily reflect the views of the SBA.



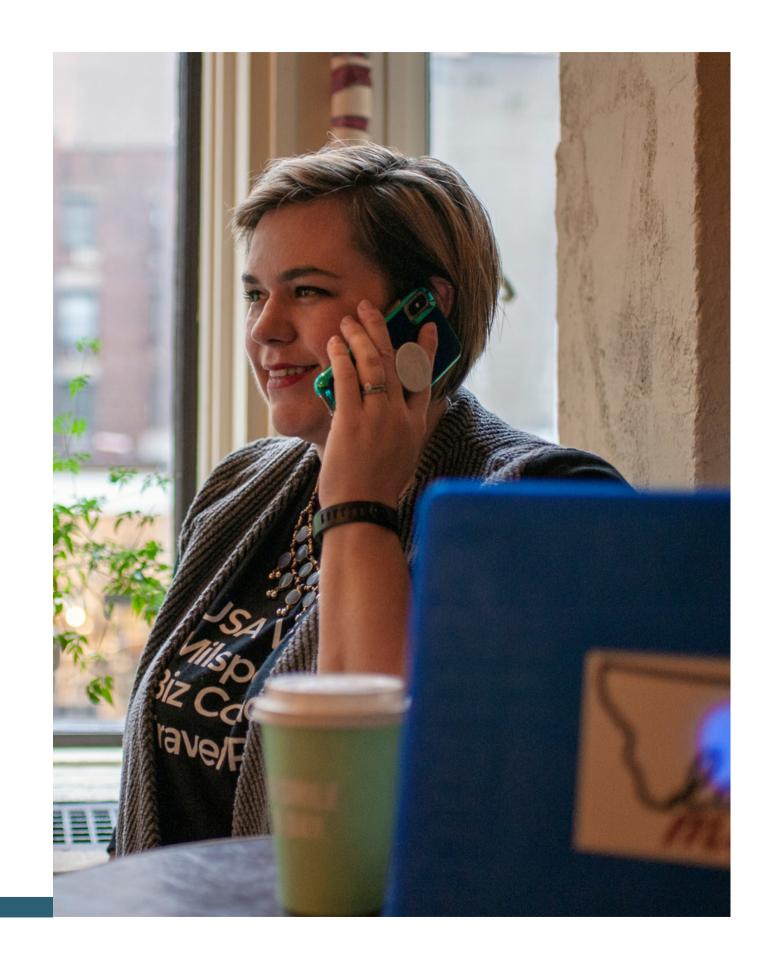


Ashley Metesh-McCoy

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 Al



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

Automated email output or responses



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

Self-service facilities, sites, portals, equipment

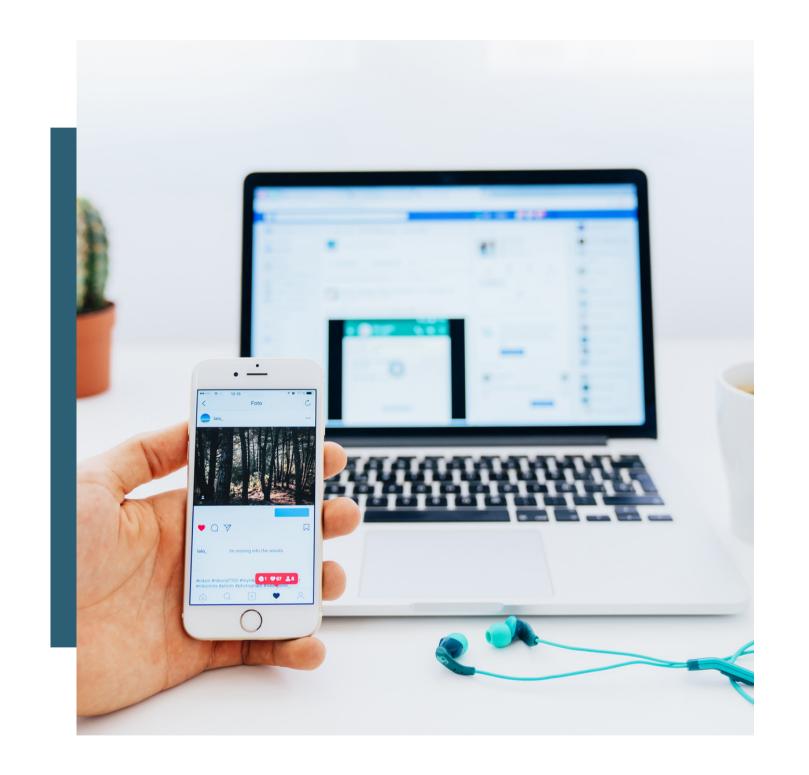


For Example - FAQs page or video tutorials available on-demand

Internal workflow automation



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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THANKSOU

Get in touch with us at the WELL Women's Business Center!

CONTACT US





www.wellwbc.org

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