



**HOW TO
MAXIMIZE
THE REVENUE
GENERATED
BY YOUR CUSTOMER
SERVICE?**

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Intro

In a world where competition is fierce, it is essential to understand that the quality of customer service has become just as crucial as the quality of the product itself. Consumers, whether B2B or B2C customers, have raised their demands to an unprecedented level. According to the latest Harvard Business Review study, customers expect more than just answers to their questions. They demand better customer service, personalized interactions, and the transition of agents from mere recipients of complaints to trusted advisors.

Chapter 1: Increasingly demanding customers and agents

Customers' expectations of customer service are no longer limited to simple problem resolution. They now want exceptional customer service that understands them, recognizes them and anticipates their needs.

Agents, for their part, are also looking for improved working conditions. They want to have access to all the necessary information without having to juggle between several screens, thus giving meaning to previously scattered data. Likewise, they appreciate managing multiple communication channels within the same interface. They then benefit from a 360 view of the customer, thus making their responses more relevant. By switching between channels, they also break the monotony of their day. Finally, it is imperative that the tools available are intuitive and ergonomic, just like their workstation.

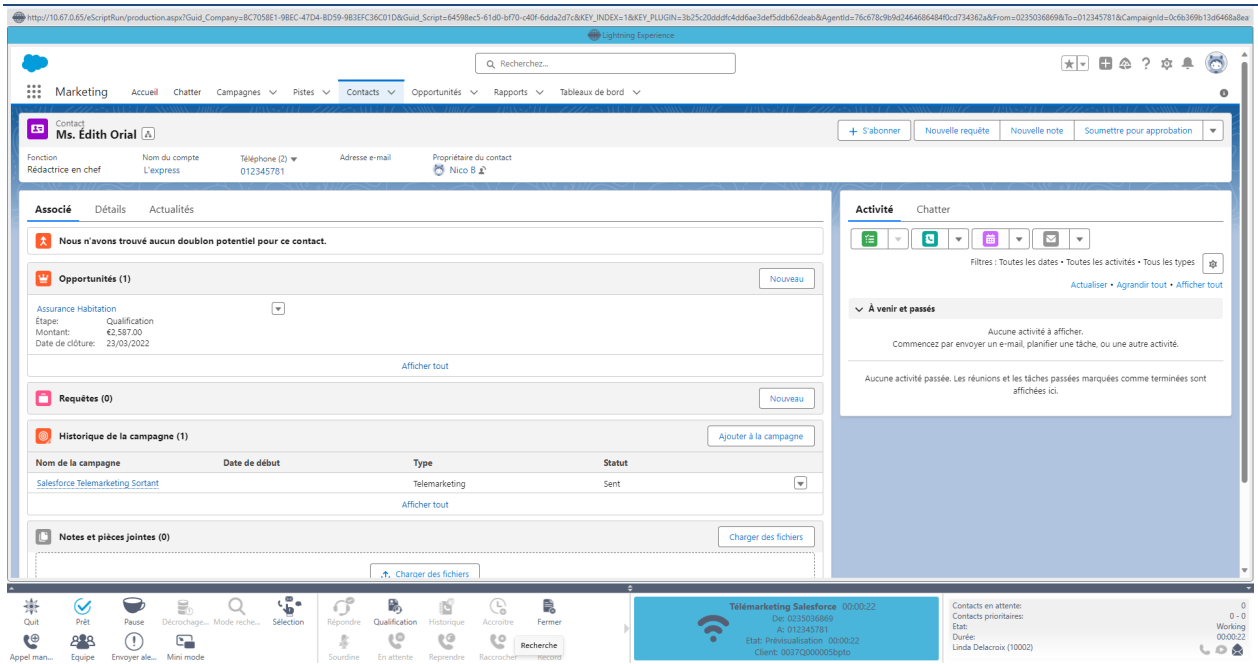
Chapter 2: Breaking down Communication Silos and Enriching Data

At the Customer Service level, data and its exploitation are a real gold mine. The objective is therefore to show you how to enrich, exploit and make profitable your customer data.

a- Centralize your data

You have the choice between two options:

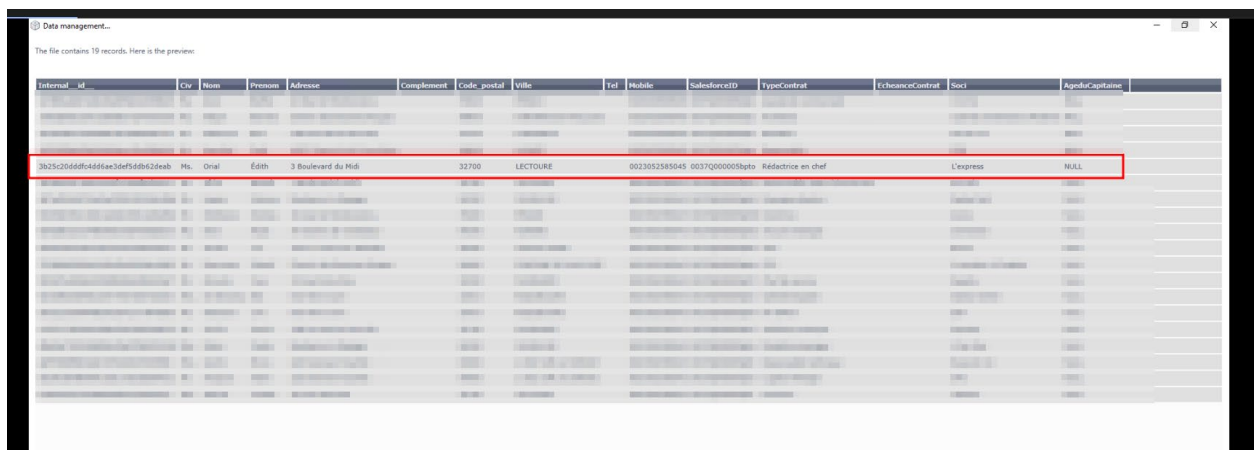
- Centralize data on a single platform. You can opt for a CRM solution such as Salesforce, Zoho or Odoo and integrate it via API connection to your customer interaction management software. The openness of these solutions is a major strength of Nixxis. You will be able to perfectly connect Nixxis Contact Suite to all of your business tools and to your CRM, whatever it may be. The advantage of this first option is to have all the power of a CRM platform and to be able to use it at all levels of your company.
- Centralize data directly in your call center solution, without going through a CRM. This implies that your solution is equipped with a script that will allow your agents to enrich your database during each customer interaction. Nixxis Contact Suite integrates by default eScript



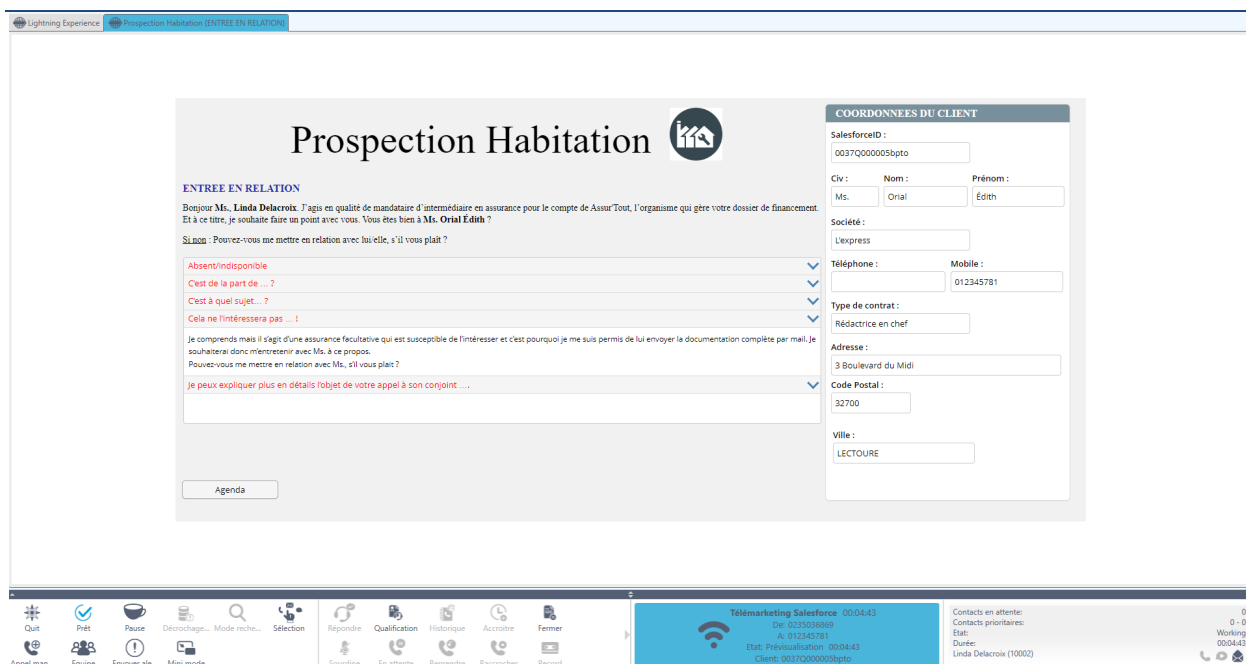
Contact sheet for Ms. Edith Oriol on Salesforce

In this scenario, we directly integrated Salesforce into Nixxis Contact Suite, thus allowing all information to be centralized within the agent interface. The latter thus has sufficient customer knowledge to offer the suggestions most likely to hit the mark.

If you do not have a CRM, you can simply use the native Nixxis database and import your data by matching the corresponding fields. Your advisors will be able to access it via our integrated scripter.



Import of the contact form of Ms. Edith Oriol via the Database



Scripter facilitating interactions with Ms. Edith Oriol

b- Data enrichment

As we saw above, data accuracy is key and the better you know your customers, the more effective you will be.

In the data that is interesting to retrieve and display for relevant Customer Service, you will of course have the basic data (last name, first name, contact details, purchase history, invoices, etc.), previous interactions (call history, chat history, open tickets, etc.) but we could go much further.

Do not hesitate to incorporate information about your products (features, prices, sales popularity, scoring, etc.) into your CRM or Script, as well as a panel of frequently asked questions that you have identified during your previous customer interactions. This will make your advisors more efficient and save them valuable time.

In addition, you can enrich your data as you interact with your customers:

- Thanks to new technologies (AI, Speech to text, Voice analytics, etc.), you can today assist your advisors in their sales strategy. Easily identify dissatisfied customers and automatically integrate them into an outbound re-engagement campaign or, conversely, detect prescribers and seize the up or cross-selling opportunity.
- Leverage your chatbot/voicebot/agent to request additional information that will help you throughout the customer lifecycle (contact channel preference, ideal contact times, product preferences, etc.).

-
- Optimize your digital customer journey using your chatbot by offering specific offers based on the pages of your site visited by the Internet user.
 - More difficult but sometimes useful, extending the target DMTs to allow your advisors to get to know their contact better. This will give them valuable information about your customers. Although this recommendation often goes against productivity objectives, it nevertheless has many advantages: it makes the exchange more pleasant for both the customer and the agent and allows for the establishment of a sincere relationship. You can then report the information obtained within your database in a comments or description box for example.

Chapter 3: Create a revenue-generating Customer Service Campaign

Now that we have seen how to centralize and enrich your data, it is essential to be able to exploit it to get the best benefits.

a- The cohort method to segment your database

The cohort method is a powerful strategy for segmenting your customer database. You can target specific cohorts, like customers who purchased related products or those who made returns. Cohort analysis allows you to personalize your campaigns to maximize conversions.

At Nixxis, we use this method to segment the customer database and thus associate it with activities that will make it easier for your customer service representatives to put on their salesman hat.

By analyzing our clients' campaigns, we have identified several cohorts that are particularly effective in terms of revenue generation:

- **Customers who purchased related products or services:**
Customers who are used to purchasing products or services complementary to their previous purchases can be targeted for up-selling or cross-selling offers linked to their purchase history.
- **Customers who have made returns:**
Customers who have returned products or canceled services can be targeted for offers that are almost similar but which better meet their needs, especially if the reason for return has been collected and archived in your database.
- **Customers who purchased promotional products or services:**

Customers sensitive to promotions can be targeted for promotional offers linked to their purchasing habits.

- **Customers who abandoned their cart on your website :**

Customers who have not completed their purchase on your website can be targeted for follow-up campaigns.

- **New customers:**

Customers who have just completed their first transaction can be targeted for additional sales offers because they are generally more inclined to purchase and discover new products or services from your brand.

- **Regular customers:**

Customers who regularly purchase products or services may be targeted for additional sales offers related to their purchase history.

- **Inactive customers:**

Customers who have not purchased products or services in a while can be targeted for retention offers or more attractive promotional offers.

- **Customers with high purchasing power or Premium:**

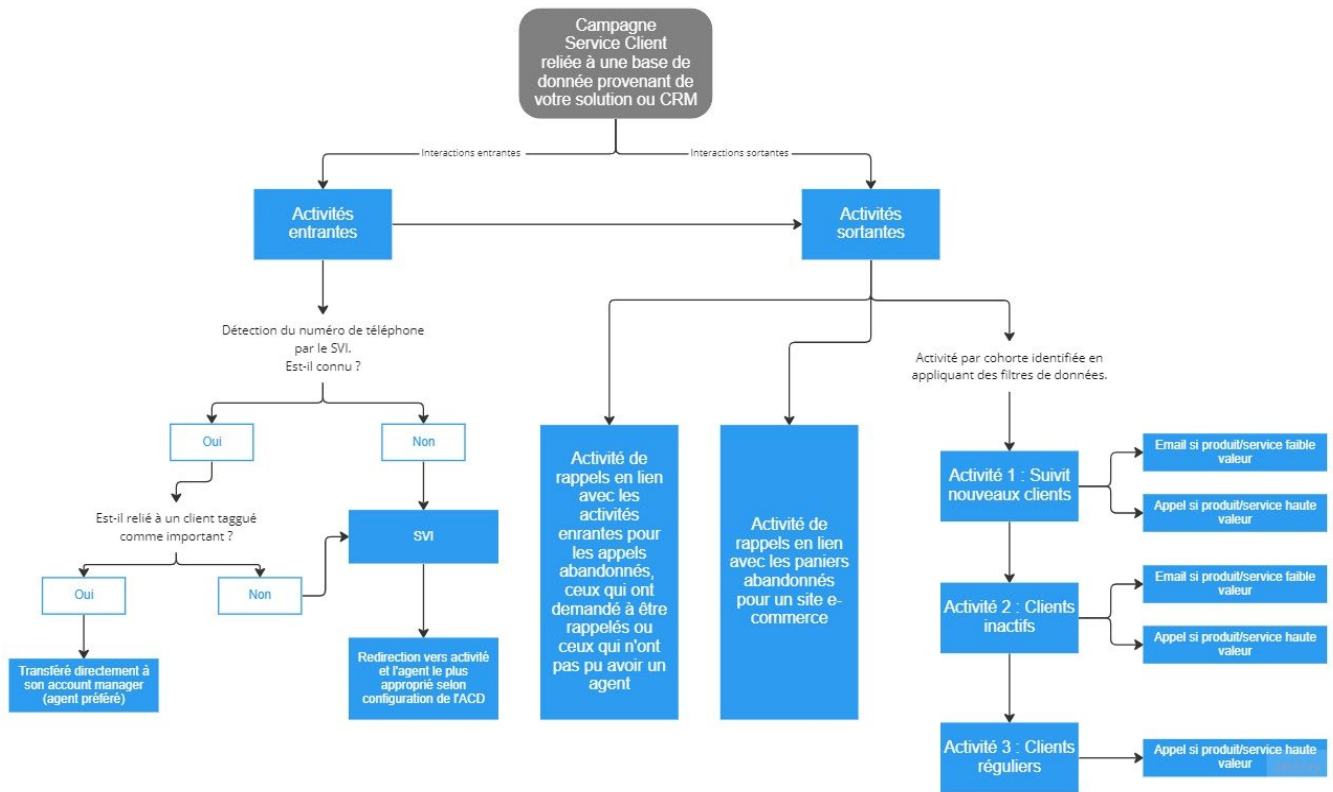
Customers who have purchased premium products or services may be targeted for offers related to higher-tier products or services.

c- Typical example of campaign

Creating an effective campaign requires careful planning. You will need to divide your customer file according to the targeted cohort, choose the best time for interaction, and decide on the most appropriate communication channel. With a solution like Nixxis Contact Suite, you can manage all of these steps seamlessly, optimizing your campaigns for better results.

The complexity often lies in the segmentation of the customer file and the possibility of linking different actions based on the customer's reaction or the knowledge we have of him. Nixxis Contact Suite has the significant advantage of being able, within the same campaign, to bring together different inbound or outbound activities, voice or digital, and to make them interact with each other.

The same customer file can thus be transferred from one activity to another, depending on the sales cycle or preferred communication channel, without having to duplicate your campaigns or files.



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Chapter 4: Agent Training and Compelling Scripts

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Conclusion

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