The Power of
Proactive Customer Service
and How To Provide It

thankful

Relying on reactive customer service processes is a strategy of the past. In a world where **customers have the power** and numerous options of where to take their business, it is not enough to stand by and wait for them to come to you. Top businesses are now **taking initiative and being proactive** in their approach to customer service.

87%
of US adults want to be **proactively contacted** by a company

4 Benefits of Proactive Service

#1 Shows Customers That You Care

Proactive service demonstrates to customers that you not only **recognize their needs**, but **value them enough to take action**. You're thinking about them always; not just when they're coming to you with an issue.

#2 Saves Customers Time and Effort

Initiating first contact with a customer **reduces the time and energy spent on their end**; making the experience **more convenient**.

77%
of consumers say inefficient customer experiences **detract from their quality of life**

⅔
of adults say the most important thing a company can do is properly **value their time**

#3 Boosts Brand Loyalty

When customers feel valued and know they can count on your team for quick and easy service, they are **more likely to continue to do business with you**.

#4 Reduces Customer Service Queries

Taking charge, initiating communication with customers, and providing solutions to pain points will **ultimately reduce the number of incoming service queries**.

7 Ways To Be Proactive

#1 Implement Social Listening

Monitor your social media channels to see what customers are saying about your business. Tracking and analyzing their mentions, feedback, and discussions will provide you with **insights on customer service**.

nearly
60%
of customers say tailored engagements based on past service interactions are **very important**

76%
of **consumers expect** customer service reps to know their contact, product, and service history information

#2 Use Predictive Tech

Knowing a customer's history with your company is extremely helpful when it comes to **identifying customer pain points and resolving issues**.

#ThankfulTip: Utilize tech that tracks customers' previous contact patterns, reasons they contacted, what their wait time was, and how much effort they put in to get their issue resolved.

#3 Monitor Trending Issues

Keep tabs on trending issues (system errors, backorders, shipping carrier delays, etc.) that may impact the customer experience. This can **help your team prepare themselves and take action**.

#4 Provide Updates and Offers

Reach out to customers to keep them informed on any hold-ups that are happening from your end. **Create a proactive effort** to offer a discount, refund, or provide next steps.

#5 Be Transparent

Honest communication, even about mistakes and shortcomings, is **more likely to be well-received** when it comes straight from the source. Apologize for issues before the customer has a chance to complain and be sure to provide solutions immediately.

#6 Stay Connected Internally

Be in communication with other departments within your organization and **plan your processes** and **proactive outreach** accordingly.

#7 Ask for (and Apply) Feedback

Your customers will **tell you what they need** and keep you in-the-know on their **constantly growing expectations**.

77% of consumers **view brands more favorably** if they seek and apply customer feedback
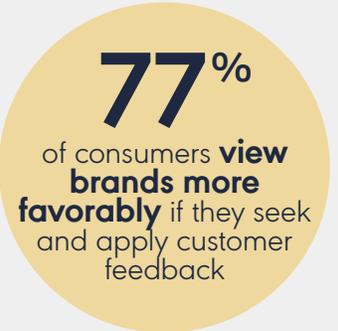
Power proactive service with AI automation

REQUEST A DEMO

Zero cost, zero commitment. Maximum value with minimal effort. Learn more _here_.