



HOW TO IMPROVE THE SERVICE EXPERIENCE WITH A CUSTOMER

Why use a customer management tool?

Incorporating CRM software may not be an easy choice because you must understand which one best suits the objectives of the service experience you intend to offer. Most of these programs incorporate specific modules to automate certain tasks and areas where you are not delivering what your audience expects.

In this sense, experts in marketing and customer retention or acquisition strategies emphasize taking advantage of market innovations to obtain concrete data on your business management. Through a Customer Relationship Management software, you have the following features:

Centralized database

To avoid shipping problems, mistakes in orders and other common errors, you have all the information gathered in one place. This way, bosses, employees, and salespeople who have access can review personal data when they need it. With real-time updates, you don't lose track both of people's needs and how to address their preferences.

Inventory Optimization

Warehouse mismanagement is a recurring problem that can undermine loyalty. Through automation, it is easier to eliminate excuses such as stock shortage, low inventory levels, duplication errors, and traceability problems. With updated and more efficient inventories, you improve lead times, customer satisfaction and build a better relationship with your suppliers.

360 view of the customer at every step

By supporting software of this nature, you have greater control of the customer's process in the sales funnel. From its first interaction with you, what you buy, what you see and what you recommend can be recorded. This advantage puts in your hands, other resources to increase engagement, customization and give a service experience beyond expectations.

Metrics to study interactions

Master data has become the key to planning effective recruitment and loyalty strategies. With accurate information, updated at every moment and put into perspective, you know how to better structure the concrete actions you promote in your marketing campaigns.

Strategies to underpin the service experience

- Add contact points
- Personalize
- Make things easier for those who prefer you
- Communicate with facts, not excuses
- Thank with more than words

In our continuous work as technology solutions providers for companies, we understand well the superlative value of the service experience. For this reason, at GB Advisors we are focused on helping you put your business on the map in terms of customer care, customer management and IT tools to achieve your goals. If you want to know more about how we can help you, don't hesitate to contact us.

