

How Social Media and Mobile Technology Impact the Customer Experience

Before the days of the Internet, companies lived or died by the service they provided over the phone or in person. Without a global outlet for their communications, most consumers were limited to sharing their positive and negative customer experiences within their social circles.

Those days are no more. The Internet, social media, and mobile technology have provided consumers with multiple ways to interact with companies directly and influence peers' buying decisions. Businesses need to ensure they are fulfilling their customers' relationship expectations with an exceptional customer experience. Below, we explore the effect that social media and mobile technology can have on the customer experience and their resulting impact on a company's brand. Organizations that ignore these social media and mobile trends do so at their own peril.

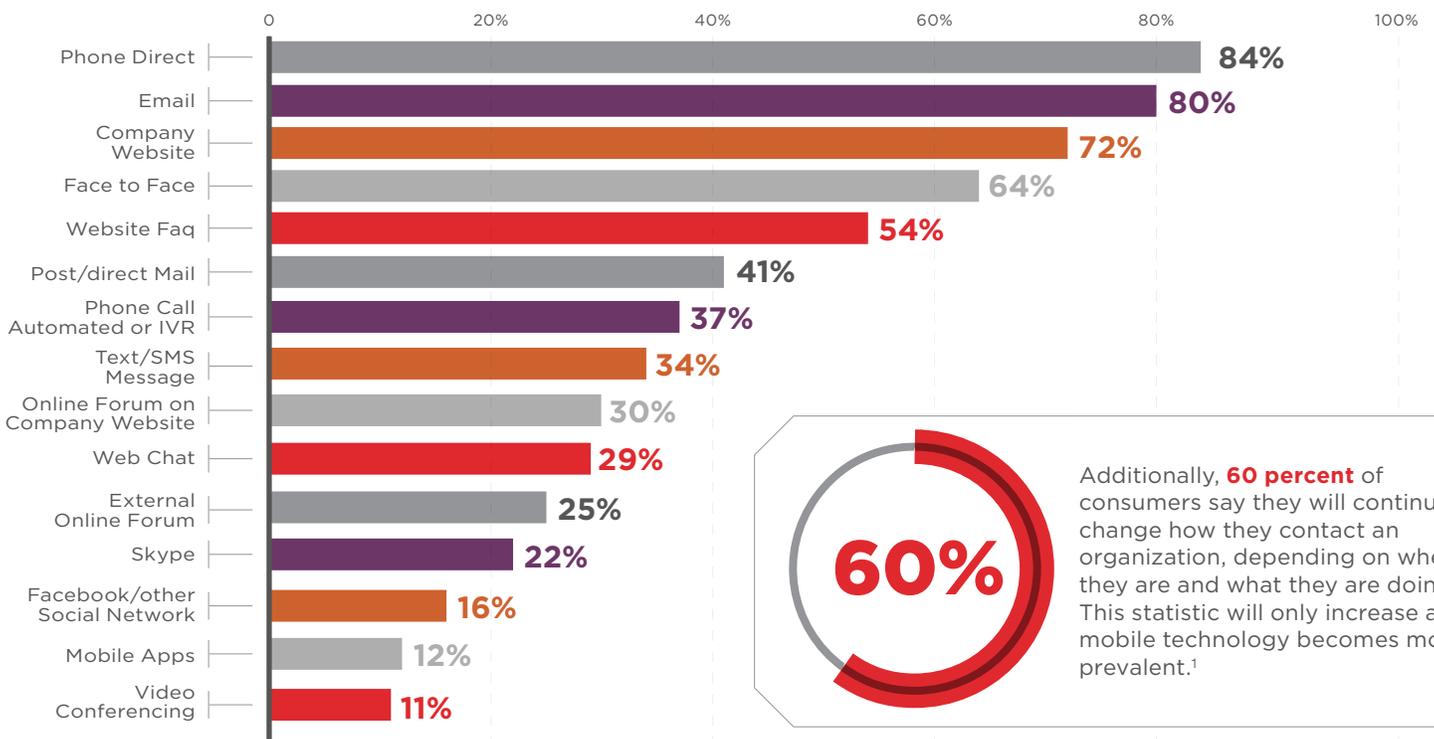


How Customers Connect

Today's consumers use a number of online channels and technologies to voice their opinions about their experiences and companies. In fact, research confirms that customers are more likely to use the Internet than face-to-face communication to express their feelings.

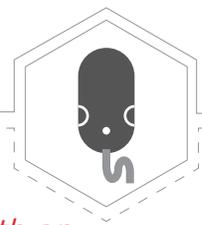
Consumers Use a Wide Range of Channels to Interact with Businesses

Graph includes data from both the US and UK.¹



Are you communicating with your customers in the manner they prefer?

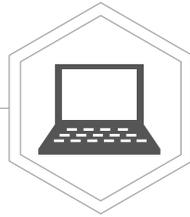
Forum Frenzy



Gone are the days when the only way a customer could get in touch with an organization was by calling a customer service line.

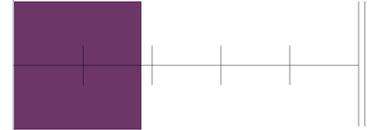
43%

of customers prefer to deal with organizations over the Internet, calling only when they need support or advice. This means they are calling about more complex and emotive issues.¹



37%

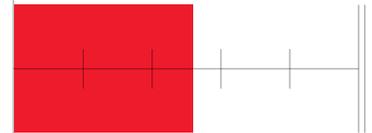
use online forums to sort out a problem with a product or service.¹



Taking age into account, the use of online forums jumps to

52%

for customers ages 16 to 24. This trend will increase as this group matures and moves towards other networking sites.¹



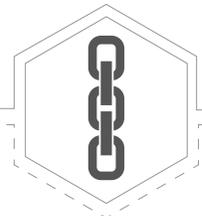
51%

trust online customer forums more than an organization's website.¹

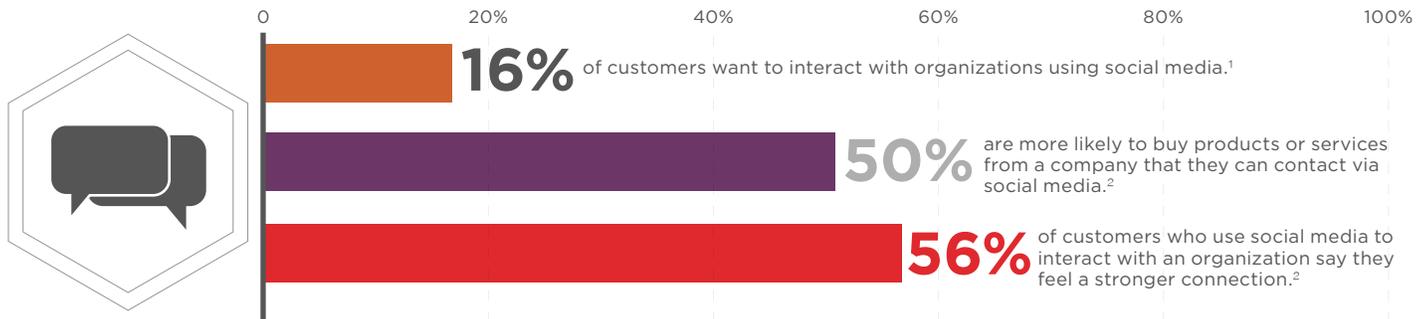


Do you know where your customers are getting the support they need?

Stronger Social



In today's ever-connected world, forward-thinking companies are using social media to build strong and lasting relationships with their consumers.



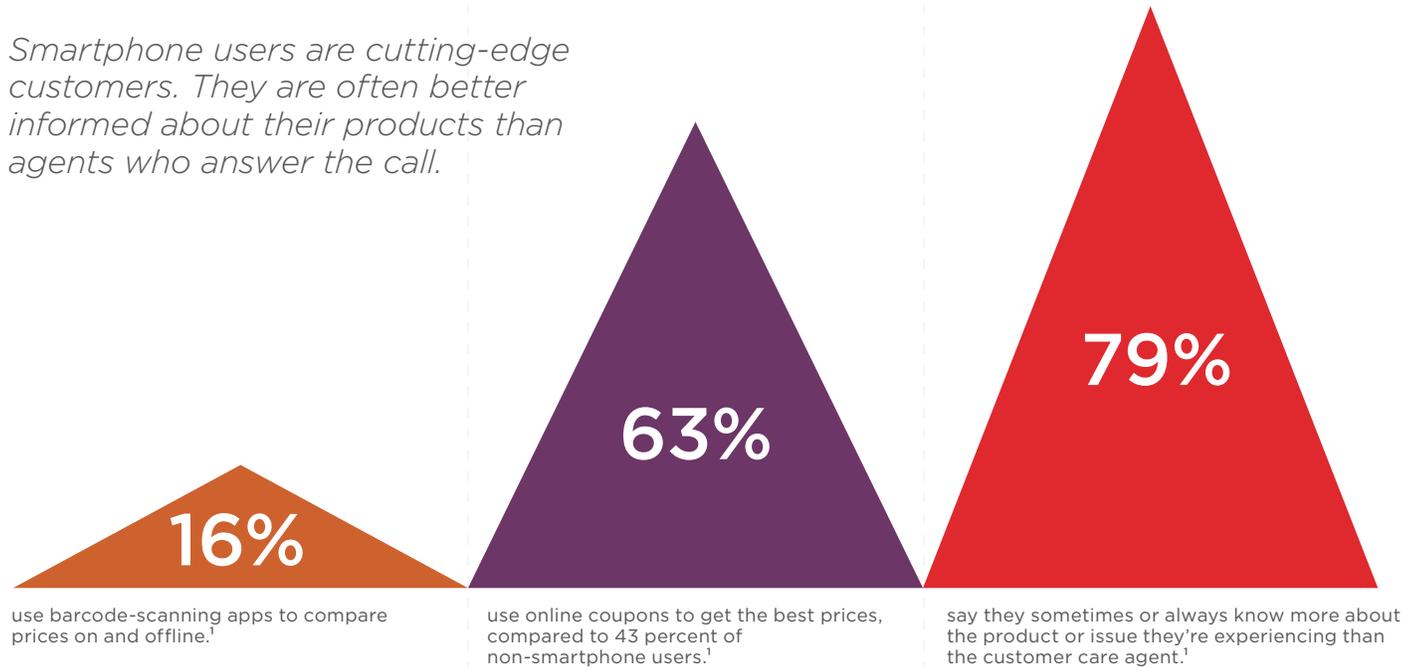
Which groups within your organization are monitoring social media traffic—marketing, sales, customer support? Are you able to get a holistic view of the customer with these siloed activities?

Mobile Advantage



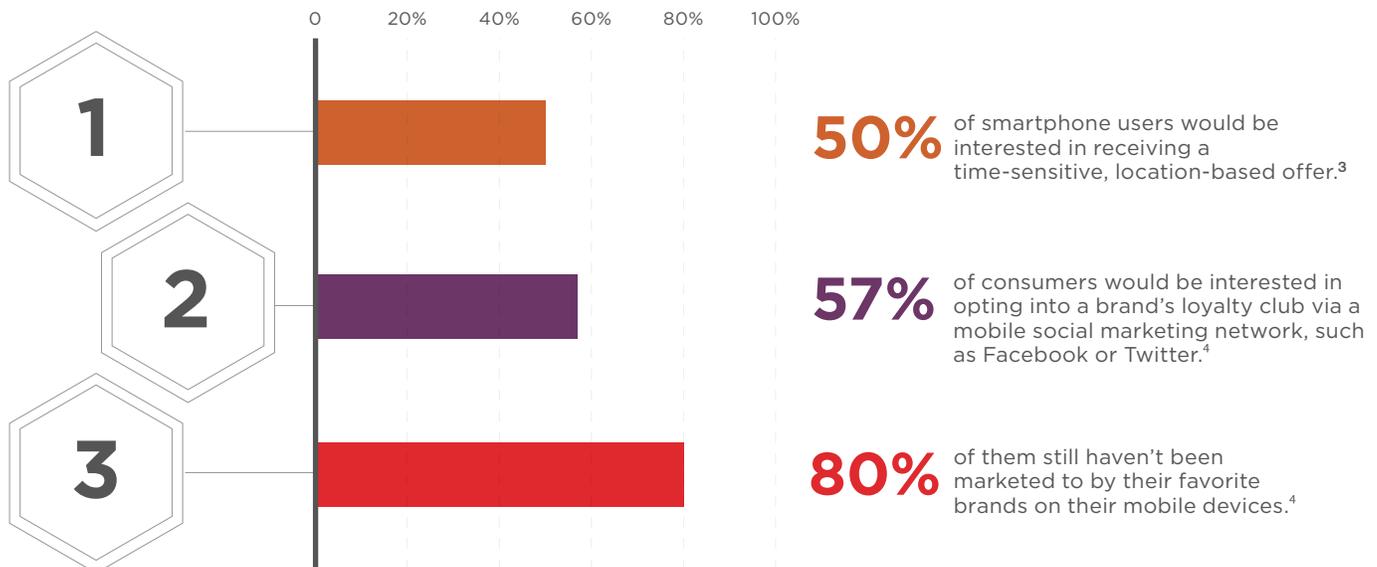
With the growing popularity of mobile devices, companies now have to maintain their communications with customers at all times and locations.

Smartphone users are cutting-edge customers. They are often better informed about their products than agents who answer the call.



Nearly 50 million consumers are accessing social media via their mobile devices—are you ready?⁴

Don't miss this opportunity to reach out and touch your customers.



Are you leveraging mobile applications and social media as part of an integrated customer care plan? How are you providing your customers with timely offers and incentives?

Is your company employing Internet technologies, social media, and mobile channels to provide the kind of all-inclusive experience your customers are looking for? If not, it might be time to consider where your customers congregate online and leverage integrated Customer Experience Interaction Management solutions from Avaya to provide the best service possible.

To learn more about maximizing the customer experience through a multichannel contact center, read the Avaya-sponsored white paper, "Delivering a Personalized Experience: The Multichannel Contact Center."

www.avaya.com/multichannel

Sources

- 1 Avaya and BT, The Autonomous Customer: Understanding the challenges of dealing with informed, demanding and networked customers
- 2 Callcentres.net, The Facebook Effect
- 3 Hipcricket, Marketing Survey Research Brief
- 4 Harber, Eric. "Marketing Where Mobile and Social Merge." Adotas. Ed. Brian LaRue

About Avaya

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