

Blog Post

How Your Organization Can Save Over 4 Million Dollars Through Omni-Channel Customer Service!



An often misunderstood notion is that customer experience simply means that you were helpful and courteous to your customer, by which extension, they probably enjoyed your product. But that isn't truly the case. There's a whole lot more that goes into creating and delivering a good customer experience!

So, what is Customer Experience, and what does it mean for an organization?

Customer experience is an all-encompassing term that includes everything from the beginning of a customer's journey with you to the end. It can truly make or break the way your company is viewed in the market.

You can have the most useful, best-performing product out there, but if you cannot convince your customers to purchase and then come back again, then your product will not be able to reach its true potential.

The impact of poor customer service

One of the hardest things to overcome is the fact that all your customers may not give you their true opinion of your product or of the customer service they received. Sometimes you will deal with those customers who say everything that's on their mind and then other times you will

come across those who simply tell you it won't work out, only to then talk about their bad experience to others out there.

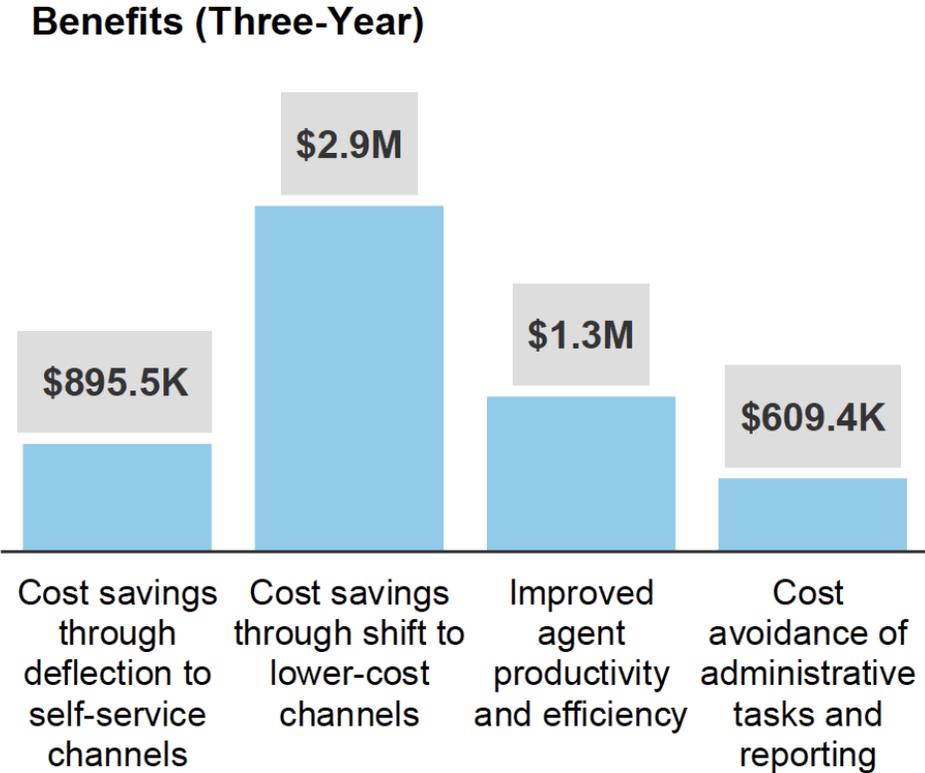
And then, well there is also the very real possibility of online reviews. What makes this difficult is that these reviews can also be anonymous. This makes it difficult to pinpoint which customer it was and what their actual experience with you has been like - thereby making it harder to fix the problem altogether.

If your customer service is not up to par, your customers will ultimately feel under-valued, they will leave, and this will damage your reputation in the market. Thus, creating a difficult to manage, and ultimately your customer having a bad experience.

Well then, what's the solution?

The solution here is using an Omni-Channel Customer Service like Freshdesk. Freshdesk helps mitigate these issues by converting incoming requests into tickets and unifying ticket resolution across channels. It also automates workflows, provides self-service, manages SLAs, and measures metrics, so you can stay on top of all things customer support.

A Forrester study shows that users of Freshdesk are able to save over \$4 million over a three-year period!



This includes cost savings of \$895,451 through deflection to self-service channels and of \$2.88 million through a shift to lower-cost channels! And it doesn't stop here. Users have been able to remove manual-based processes - you know, those repetitive administrative tasks - resulting in a cost-saving of \$609,488 over the course of three years!

Not to mention, the study also reported a marked improvement in agent experience, productivity, and efficiency! And it's a no-brainer that this improved and enhanced their customer's experience.

Click Here to read the full study from Forrester and understand Freshdesk's Total Economic Impact. If you would like a Freshdesk demo and **click here** and someone from our team will be in touch shortly!