



EXPERIENCE: FASTER GROWTH

2022 Guide to Driving Revenue through
Better Phone Call Experience

ServiceScore[®] 

With challenge, comes opportunity.

The landscape continues to change and challenge business owners in new ways, at a faster pace.

From recruitment woes to supply chain delays to raw material price increases to health and safety protocols, the pressures are truly unprecedented.



The bigger challenge?

With so many demands of our attention, finding the time to grow revenue and profitability is more difficult than ever. In planning for next year, business owners must find new ways to silence the distractions and prioritize the activities and investments to reach their growth goals.

Let's get started.

We begin with a better understanding of the heart of every business – the customer. By creating value from the very first interaction with the brand, we start the process of creating a customer for life.





2022 Business Planning

Savvy leaders are focusing on ways to better understand, measure and leverage the customer experience to drive growth. There are five critical growth goals that can be achieved through a smarter focus on customer experience:



**1. Improve
Recruiting +
Retention**



**2. Drive
Marketing
ROI**



**3. Harness and
Leverage
Data**



**4. Smarter
Upskilling**



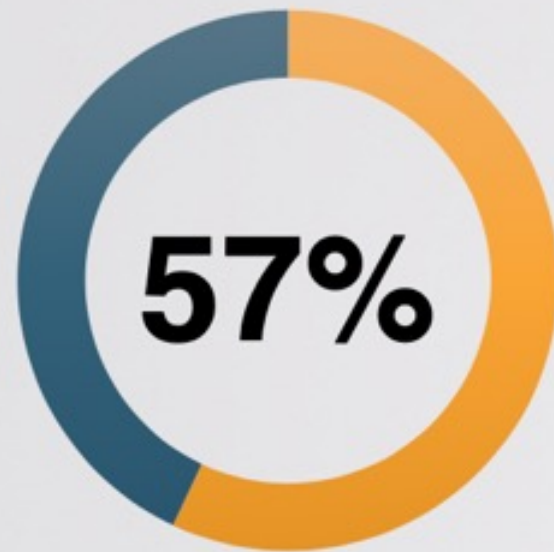
**5. Increase
Profitability**

// **Ok, but why are we
talking about phone calls?**



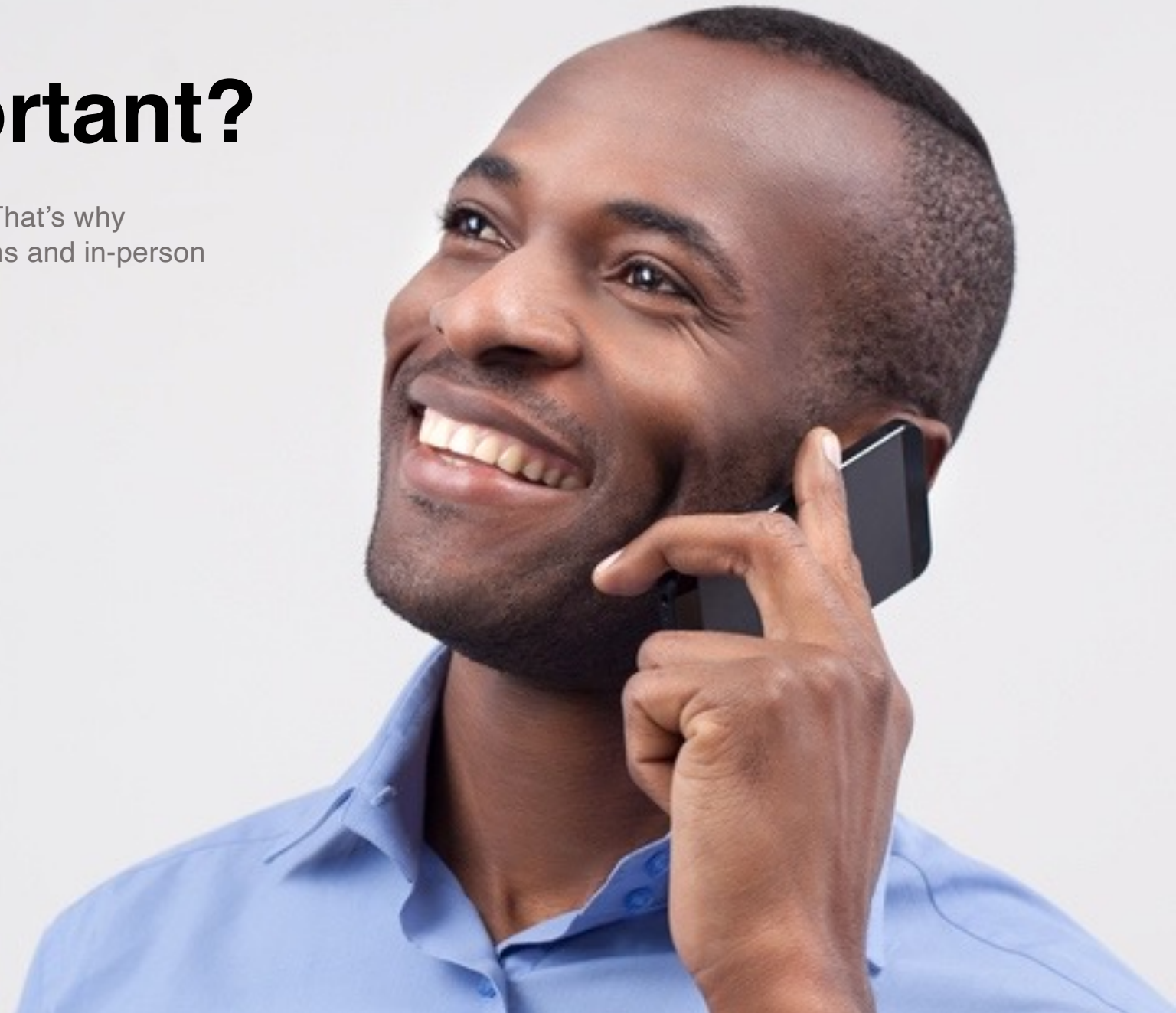
Are phone calls still important?

Business phone calls matter more than ever, especially in the purchase phase. That's why marketers rate phone calls as the highest quality lead source, beating online forms and in-person interactions.



of mobile users call a business after searching on their phone because they want to talk to a real person

Source: Google, "The Role of Click to Call in Path to Purchase"



Customers have 8 experiences with your brand before they pick up the phone to call.

Source: Salesforce

A WOW first impression builds trust.

After visiting your website, reading reviews and checking out social media, they're finally ready to talk to you.

A call the builds trust and expertise makes sure that everything you promise online is validated in their first human interaction with the brand – a phone call to your business.



**In a time of change
and uncertainty,
more people are
reaching out to
new businesses.**

With staffing shortages, stocking outages, health issues and pricing concerns, people are often having to seek other businesses for the first time to find the products and services they need.

The solution is to understand that all businesses have these challenges, but the smartest leaders are focusing on what they can control – the customer experience.





1. Improve Recruiting and Retention

Get Employees. Keep Employees.

In challenging times, the customer experience will set your business apart - for better or for worse.

With so much out of our control, it's more important than ever to focus on what we can control – the customer experience. All businesses might be facing similar challenges, but how they handle those challenges with customers can make the difference that results in higher revenue and profitability – and a true competitive advantage in customer loyalty and employee retention.

According to [a recent study by Indeed](#), the top reasons that employees leave a job include not feeling challenged, not feeling valued, needing more feedback and wanting a clear company vision.

Five Ways to Win Customers and Retain Staff in Challenging Times:

- 1. Go Slow to Go Fast:** Customers might forgive the waiting, but they won't forgive a negative customer interaction after they've already given you grace. That's why the customer experience must shine. The key is to make sure that frontline staff are taking that extra second to breathe and refocus on each customer. This extra moment to regain focus will save time by reducing having to repeat information and reduce possible frustrations that escalate, making a negative experience worse.
- 2. Let's Get Real:** In challenging times, it's critical to manage expectations – and then deliver. This can only be done well if frontline staff has the facts to share with customers – and are empowered to do so. Long wait time? Out of a key product? Let the customer know the truth, give them options, and let them decide. They're more likely to forgive modifying their expectations, but they probably won't forgive a missed commitment or feeling like they weren't told the truth.
- 3. Put out the Welcome Mat:** Product and labor shortages mean that customers are shopping around more – and more likely to call your business for the first time. Be ready to welcome new callers and create a Wow experience. It starts by asking callers if you've had the chance to serve them before. For new customers, that WOW comes from thanking them for giving you a chance to be of service, explaining how you work with customers and showing sincere interest in their project or business.
- 4. Explain and Train to Retain:** Part of handling a labor shortage is to understand why you're short-staffed in the first place. According to [a recent study by Indeed](#), the top reasons that employees leave a job include not feeling challenged, not feeling valued, needing more feedback and wanting a clear company vision. Investing time with frontline employees to help them focus on skills for success shows that their leaders care about their success and can deliver both the How and the Why in delivering a great customer experience.
- 5. Measure What Matters:** Business owners and operators are having to juggle new challenges, changes and having to do more with less. The smart way to deliver for customers is to leverage tools that objectively measure the customer experience and provide insights for improvement.

2. Deliver Marketing ROI

Are you getting the most from your marketing investments?

The change of pace in business and technology has dramatically reshaped the role of a marketing executive.

Today's leaders, at every level, need to be analysts, innovators and story tellers.

There's no time to be spent on unproductive data or investments that don't pay off.



Lead Quality



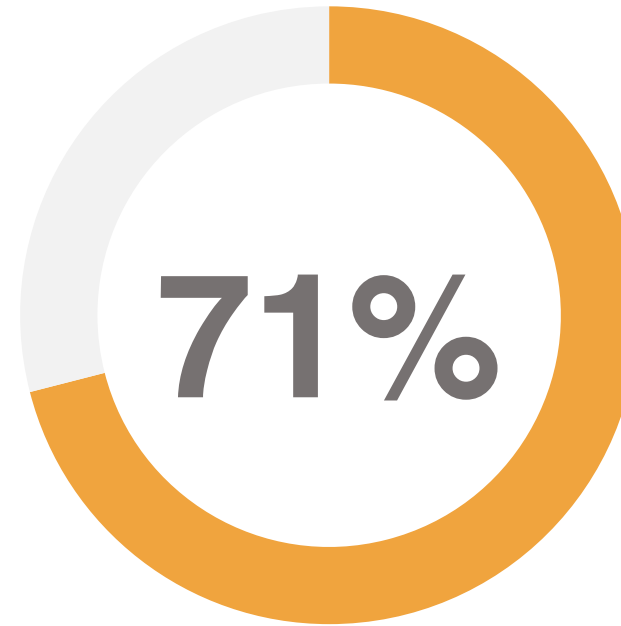
Differentiation



Content Strategy

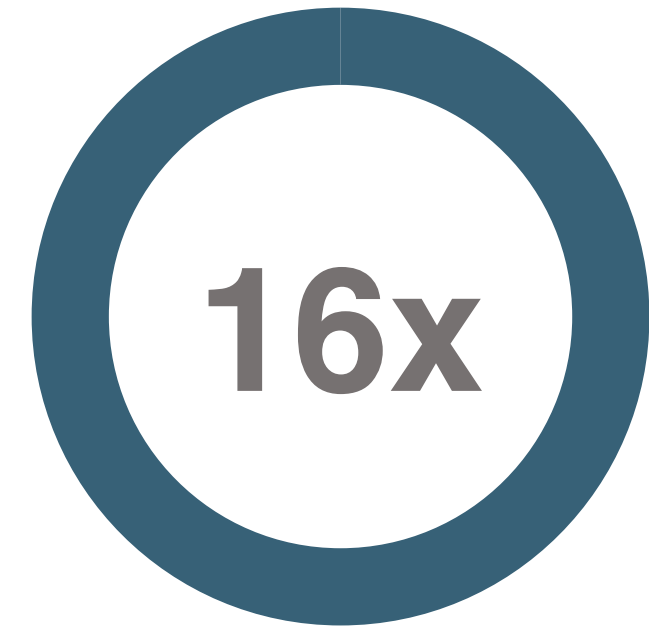
2. Deliver Marketing ROI

**Find out
where your
best leads
come from.**



of home services consumers will call to
make appointments directly from search ads.

Source: Google



The amount of time average consumer invests
on a phone call vs. website interaction.

Source: Invoca

And do more of that.

Even though the customer journey usually starts online, most customers still prefer to call after they've done their research. It's just the easiest way to ask questions and take the next step.

For example, in home services, over 70% of consumers want to call to make an appointment after they've found the business online. And after they've done their research and are ready to buy – or at least learn more – they're willing to invest time. A recent study found that consumers spend an average of 16 times longer on a phone call vs. a website interaction.

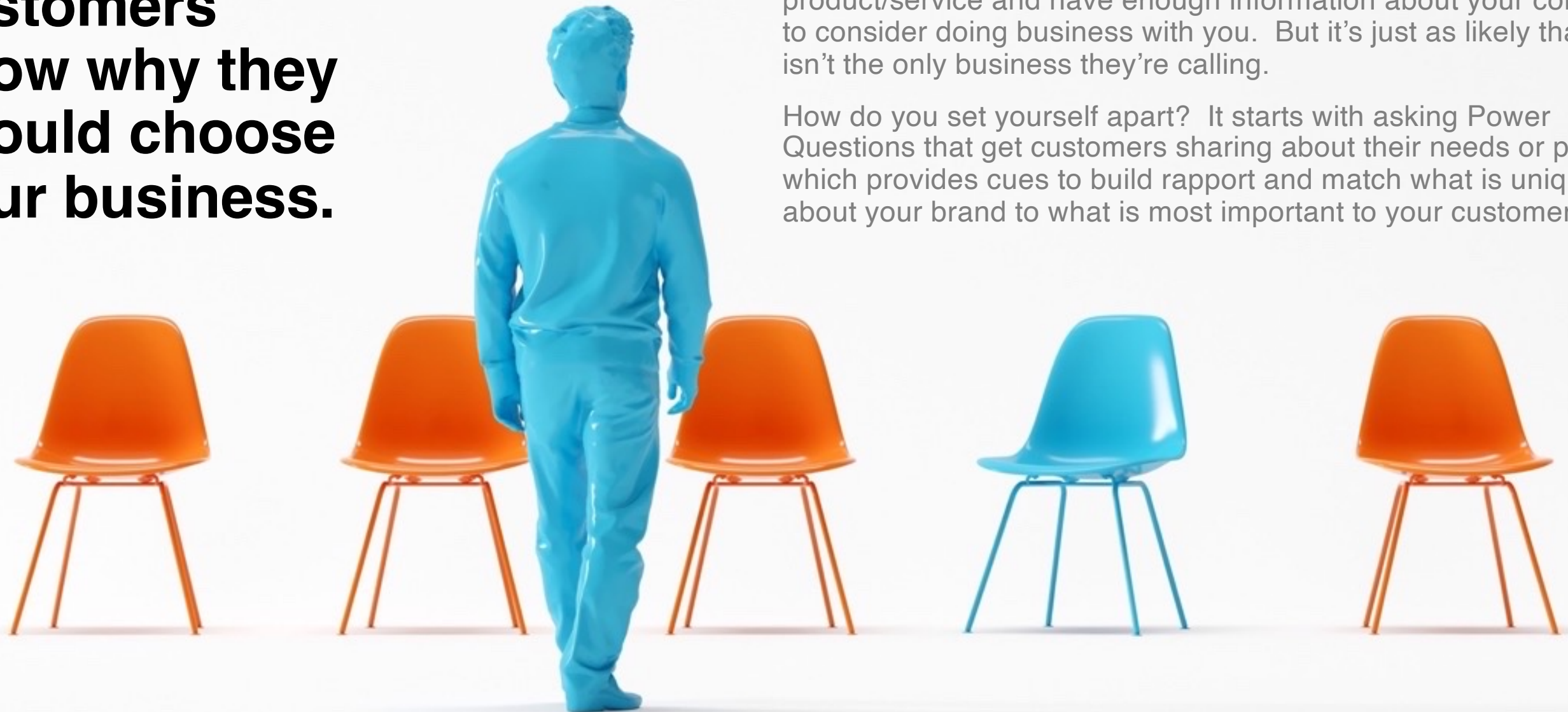
2. Deliver Marketing ROI

**Make sure
customers
know why they
should choose
your business.**

Give callers a reason to buy.

If a potential customer is calling your business, they likely need your product/service and have enough information about your company to consider doing business with you. But it's just as likely that yours isn't the only business they're calling.

How do you set yourself apart? It starts with asking Power Questions that get customers sharing about their needs or projects, which provides cues to build rapport and match what is unique about your brand to what is most important to your customers.



3. Leverage Your Data

Lead with Data.

If phone calls are important in your customer journey, you probably already have servers filled with recorded interactions. Calls from toll-free numbers, pay-per-click ads and dynamically inserted numbers in digital advertising are usually recorded when a consumer calls or clicks through a website to call your business.

There's a tremendous opportunity to leverage these powerful service interactions to support staff coaching and marketing research.

Armed with insights, data and strategic recommendations based on actual phone calls, your brand can achieve breakthrough results in driving revenue, profit and an outstanding customer experience.



**Strategic
Insights from
the Customer
Journey**

3. Leverage Your Data

The easiest way to get five-star reviews? Outstanding customer service.

A recent study by Yelp showed that reviews that mention “Customer Service” were 15 times more likely to be five star than one star. This is the highest correlation between any aspect of the customer experience and five-star reviews than any other factor.

Customer service mentions in reviews cut both ways. While 75% of reviews that referenced good customer service were five stars, 76% of reviews that referenced bad customer service were one star.

Customer Service Quality Influences Ratings

Ratings on Yelp reviews that mention good vs. bad customer service*



*Reviews that refer to customer service positively (e.g. “awesome customer service” or “exemplary customer service”) qualify as good customer service reviews. Those that reference it negatively (e.g. “terrible customer service” or “awful customer service”) qualify as bad customer service reviews.

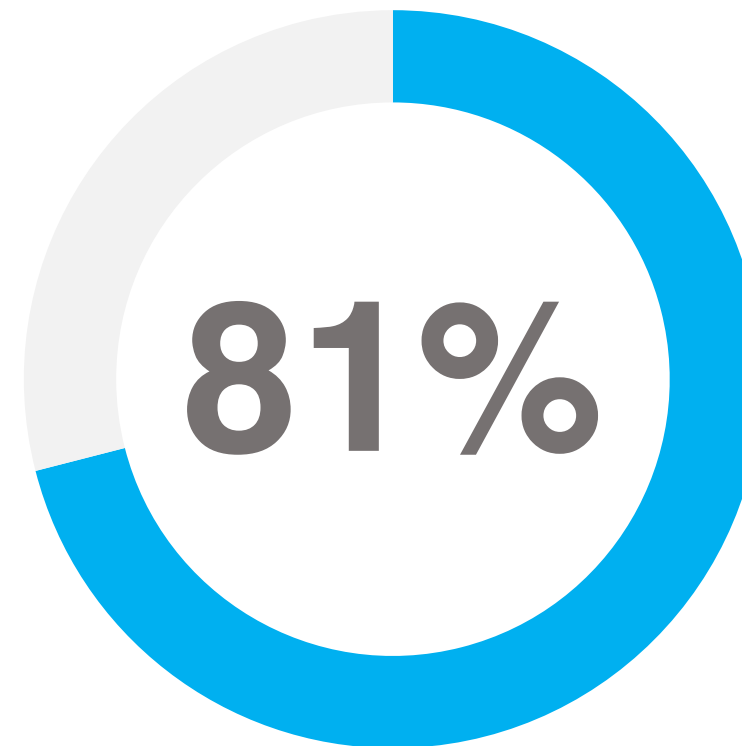
Source: Yelp Chart: The DataFace

4. Smarter Upskilling

Upskill to Up Your Results.

Upskilling is training that enhances a person's performance in their current role and prepares them to progress at their jobs. This approach gives employees the skills they need to take on new responsibilities within their position.

To drive better results, better retention and higher job satisfaction, savvy employers are investing more resources into helping existing employees grow in their roles.



Of employees say upskilling and training has boosted productivity at work.

Source: The State of Upskilling and Reskilling Training Survey

4. Smarter Upskilling

Invest in upskilling where it matters most.

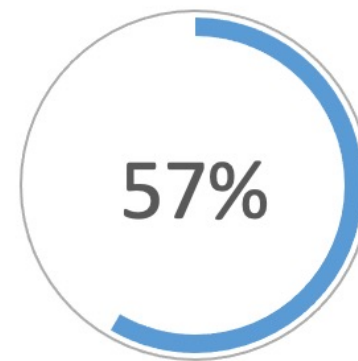
When it comes to “Customer Service”, there’s a million opinions on the millions of ways to do it “right”.

The better question to ask is what skills are holding you back from achieving the results you want from phone calls?

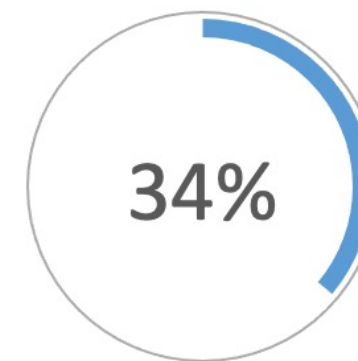
It starts by having objective measures of your conversion rates, including how often front-line team members are asking for the next step (appointment, sale) and how often that outcome occurs.

Then, dive deep into the objective reasons why calls aren’t converting. Focus your coaching on those top 2-3 skills that are missing from the unconverted calls and you’ll see a dramatic improvement in your conversion rates.

As importantly, you’ll see a huge improvement in employee satisfaction as their effectiveness and efficiency improve by practicing proven skills for success.



% CALLS WHERE CSR
ASKED FOR AN
APPOINTMENT



% CALLS
CONVERTED TO AN
APPOINTMENT

Why Calls Didn't Convert?

The most frequent reason is that the caller wants to think about it



5. Drive Profitability

The fastest, biggest and easiest way to drive profitability.


Getting more from investments already made.

One of the most powerful results from increasing conversion rates is the impact it has on the bottom line.

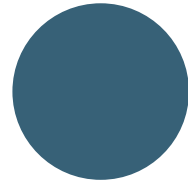
Investments in sales and marketing to make the phone ring – along with staff and systems to handle inquiry calls – are already made. Every additional caller who takes the next step from those same investments means a highly profitable result. After the variable costs of the product or service are covered, the rest drops right to the bottom line.



5. Drive Profitability

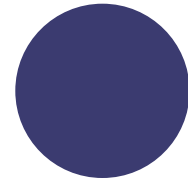


**Learning
from your
calls gets you
more from
multiple
investments
in your
business.**



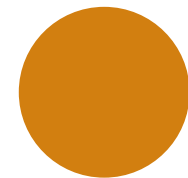
SALES AND MARKETING

Knowing where your best leads come from helps direct the sales force and sharpen marketing investments. Moving dollars to channels that perform best, while focusing on messages that sell, help you beat competition and stretch budgets.



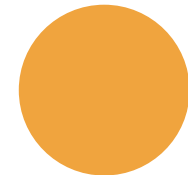
CONTACT SYSTEMS

Whether it's taking a call on a cell phone or routing to a global call center, leveraging call analytics can create a higher return on the investments in phone call systems and people.



STAFF PERFORMANCE

Great results from team members builds on itself. By praising effective conversion skills and coaching improvement areas, employees benefit from the investment of time that includes actionable data and insights.



INVENTORY

You might have invested in a new product that's sitting in a warehouse or have excess capacity available with service staff. Either way, ensuring product is moving and that staff availability is matched with demand gets easier each time a new customer buys.

5. Drive Profitability

**Better
performance
means higher
call conversion
and so much
more.**

Bottom Line Results

Most businesses have a call conversion rate between 30-50%. Let's say a business gets 30 calls per week for new business – about 4 a day. Converting just one of these calls to new business at a customer value of \$200 delivers \$72,000 in added revenue – and most goes right to the bottom line.

You've already invested in the marketing, phones, people and rent – after direct product/service costs to serve this added new business, the rest is pure profit.

And better call conversion is just the beginning! Understanding and improving phone call performance helps drive upselling/cross-selling opportunities, new ideas for innovation, customer loyalty, more referrals and more.

Where else can you get this type of ROI?



Let's build a plan to crush your 2022 goals.

How we help:



**Call Performance
Reports**



**Mystery
Shopping**



**Customized
Training Programs**



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