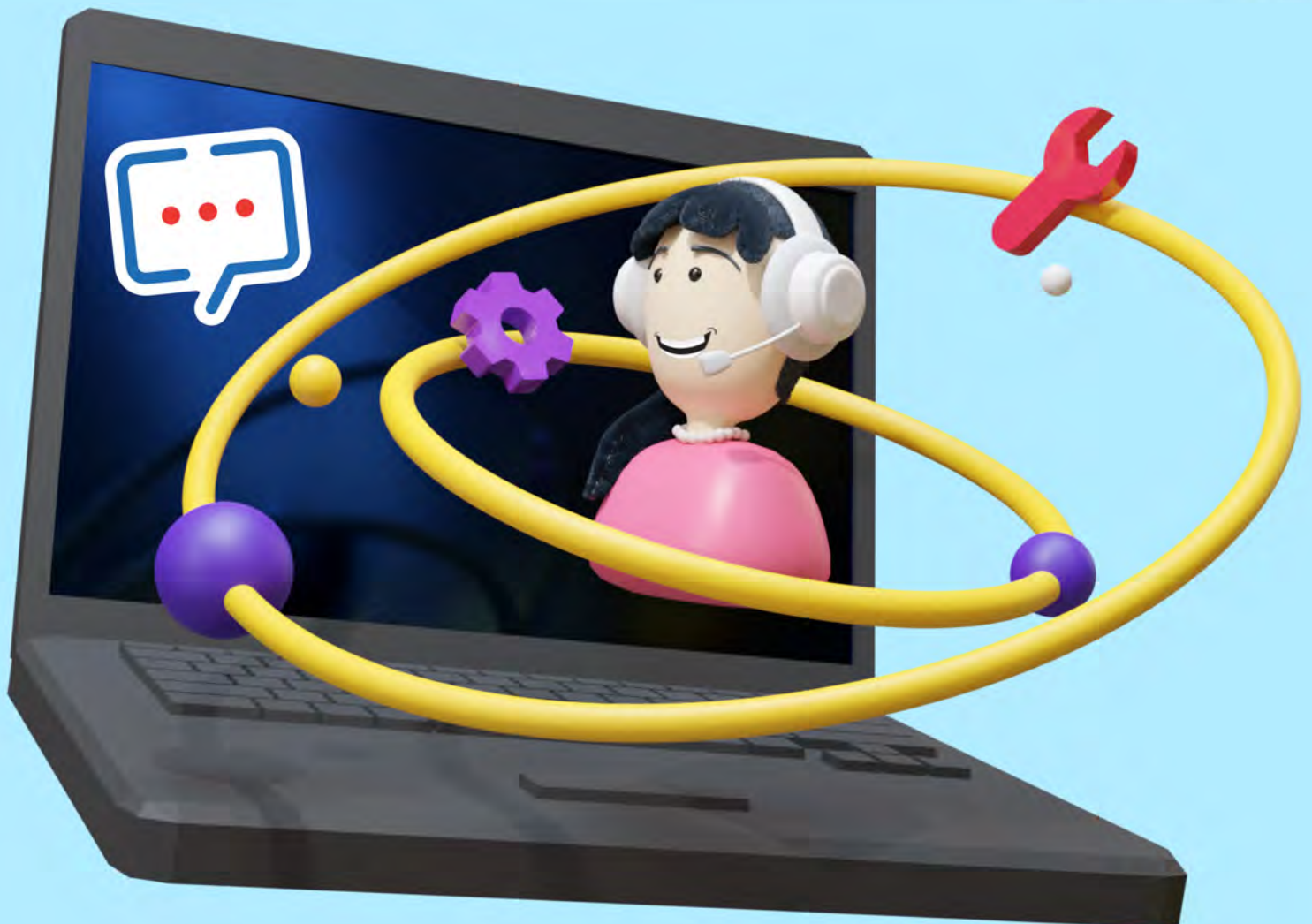


ZOHO Cliq for customer support

White paper



Using Zoho Cliq for customer support

Customer satisfaction is more important than ever in our constantly growing digital world. How satisfied your customers are with your products or services is a major aspect of the customer experience.

According to a global customer service report by Microsoft,

96% of consumers feel customer service is an important factor in their loyalty to a brand.

Behind any organization's highly satisfied customers stands an efficient customer support team. Most organizations have a dedicated support team in place, but it's important to make sure they are provided with the right tools to work better at a faster pace.

To give you deeper insights into the importance of customer support for your organization, let's take a look at the role support teams play and how Zoho Cliq can help your customer support teams in their day-to-day work.

Importance of **Customer support** and **the role of** **support teams**



Cost of poor customer service

The cost of losing customers to bad customer service and needing to find new customers is comparatively higher than the effort needed to retain your existing customers.

For instance, when working to acquire new customers, the marketing and the sales team has to spend a huge amount of time and money to attract prospects, nurture them as leads, and finally close the first sales.

In contrast to that, all your support teams need to do to retain existing customers is identify the reasons any customers are unhappy, reduce churn and help increase the retention rate and revenue in turn. According to a study conducted by Microsoft,

47%

of consumers made the choice to switch to a different brand due to bad customer service.

So it's important for your support teams to offer a smooth, satisfactory experience for customers throughout their journey in the customer life cycle.

Encourages positive word of mouth

“ If you make customers unhappy in the physical world, they might each tell six friends. If you make customers unhappy on the internet, they can each tell 6,000.



Jeff Bezos,
founder of Amazon

A study by CFI Group shows that

36% of global customers will share their customer service experience, whether it was good or bad.

When unhappy customers start sharing their bad experiences, this can lead to a lot of negative publicity and influence potential customers' opinion of your offerings. On the contrary, when happy customers share their experience with their friends, family, or others, this results in free positive word of mouth marketing and can be a deciding factor for potential customers to choose your company over competitors.

Reduce customer churn

Increased customer retention rates by just **5%** can increase profits by between **25%** and **95%**.

Bain and Company

There are numerous factors contributing to customer churn, such as pricing, product bugs, poor market fit, and many more, but the key factor that plays a major role is poor customer service.

It's critical for support teams to make every single customer feel valued and provide them with timely solutions to retain the existing customer base and keep the churn rates low. Constantly collecting feedback from customers and measuring customer satisfaction at regular intervals can help them keep check on how they are performing.

Gain an edge over the competition

Customers are the center of every business and having a loyal customer base will give you an edge over competitors.

For instance, say you find two companies offering similar products that you're looking for. How will you choose one? Many factors like online customer reviews, expert ratings, and recommendations from your friends and family can influence your decision. Of course, all these recommendations, reviews, and ratings are from happy customers, which is in part a result of strong customer service.

Essentially, superior customer support helps build customer loyalty—a sought after asset for any business.

In addition to customer loyalty, there are many other critical factors that emphasize the importance of efficient customer support for any business. For customer support teams to be agile and productive, they must be provided with the right tools. Here's how Zoho Cliq can help customer support teams in their day to day work.

How can

Zoho Cliq

help provide **better**

customer support



1. Break silos with cross functional collaboration

Breaking silos in the workplace is crucial. Information silos and communication barriers stop important information from being available for everyone in an organization. Breaking down silos between different teams with cross functional collaboration doesn't just help improve the overall productivity—it also helps enhance the customer experience.

“ Customer service shouldn't just be a department, it should be the entire company.

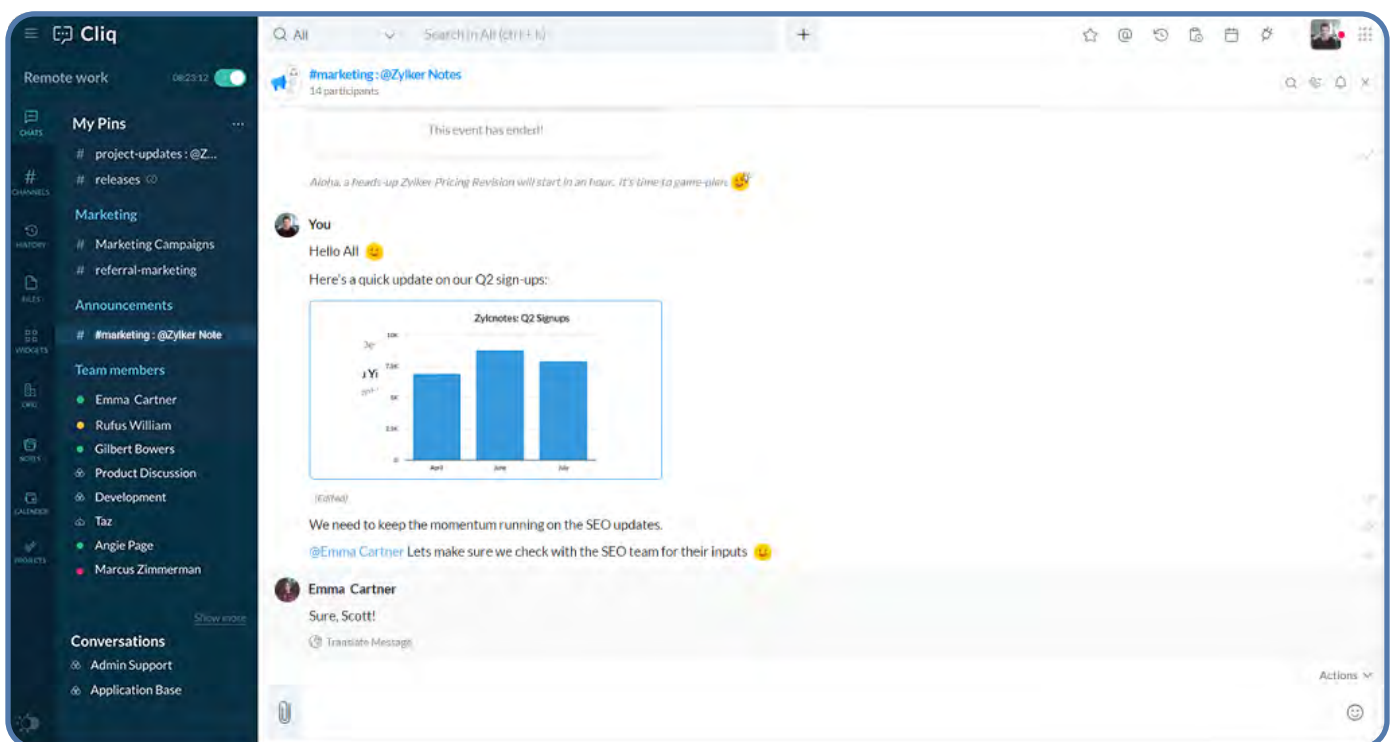


Tony Hsieh,
CEO of Zappos

Customer satisfaction isn't only the responsibility of your customer support team—all teams are involved in enriching the customer experience.

For instance, the marketing team identifies the potential customers and gets their attention while the sales team studies their needs in detail to convert them into actual customers. Then, the support team comes in to provide timely service to support the customer. These three different teams need an efficient communication and collaboration process in order to provide the best experience for a customer.

Zoho Cliq can help breakdown silos with transparent and organized conversations. With **channels in Zoho Cliq**, all conversations are kept transparent and contextual to facilitate cross-functional collaboration. For example, if you want your marketing team and sales team to work together on converting prospects, you can create a dedicated channel to make their communication seamless. Additionally, users can join any open channel to acquire specific information.



2. Speed up issue resolution and find better solutions faster

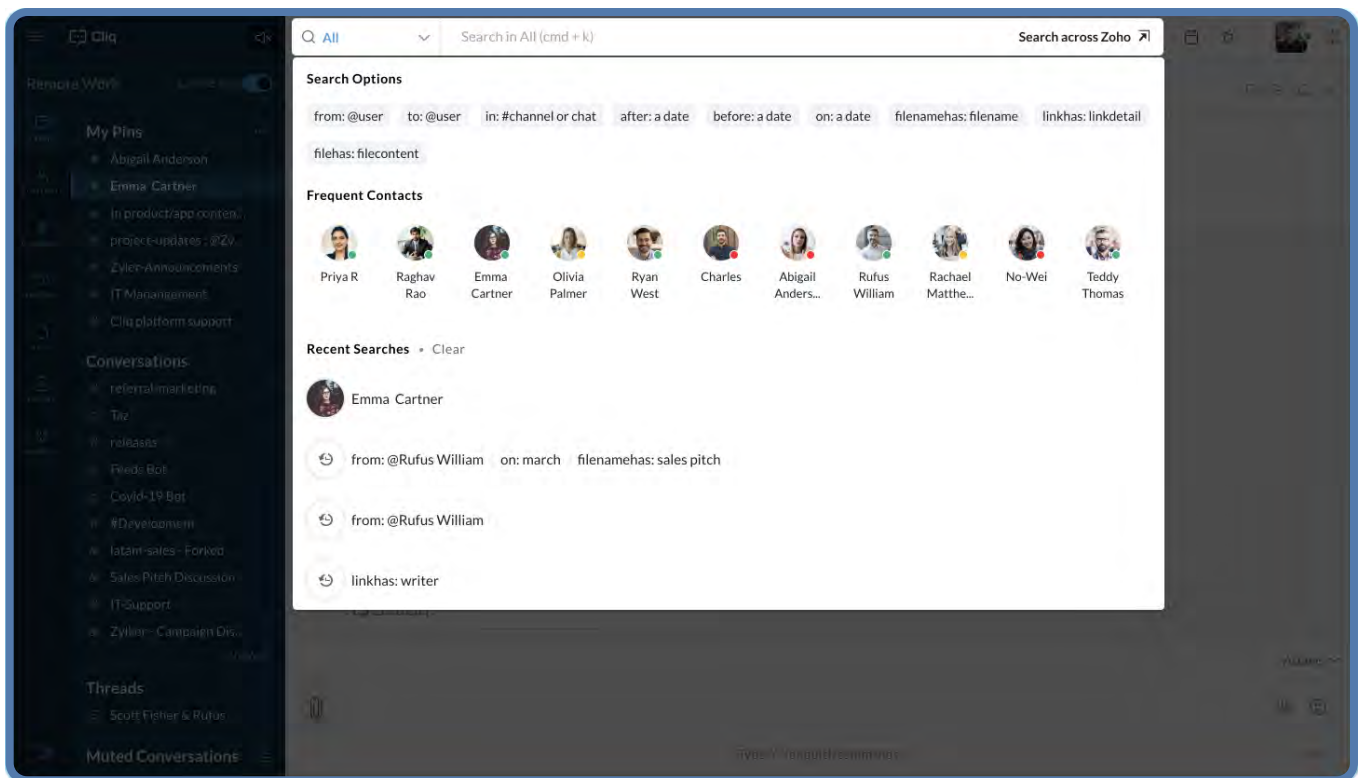
A study conducted by Statista found that

27% of customers state "lack of effectiveness" as the major cause for frustration with customer service.

Zoho Cliq can help your teams reduce their issue resolution time and connect better with your customers.

Smart powerful search

Let's say you are searching for important information in a channel, individual chat, or files. You can get hold of that information within seconds using Cliq's **OCR-based powerful search bar**.

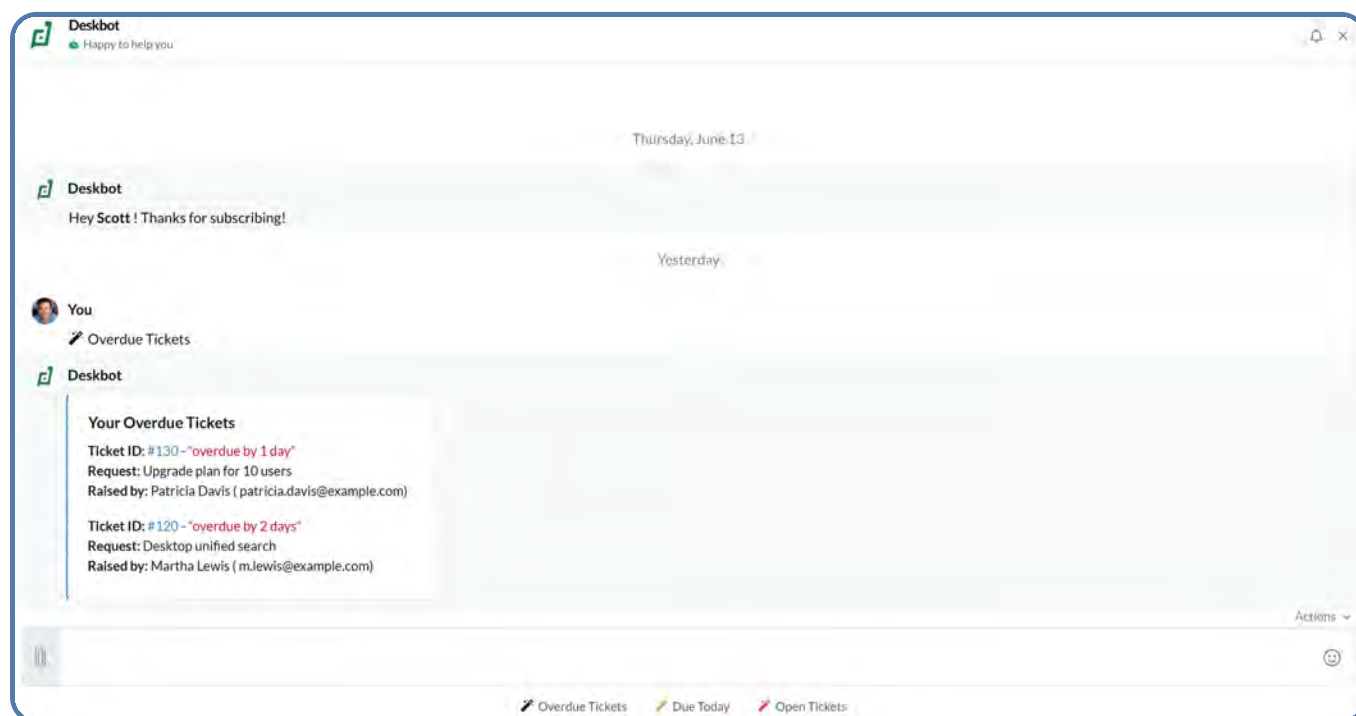


Real time insight into necessary data

Switching between tabs to get work done consumes more time and makes you less efficient. Cliq's bots help bring all your customer tickets and queries from the service tool you use right inside the Cliq window.

For instance, let's consider the Zoho Desk bot. Desk is Zoho's customer service software and the Desk bot helps pull all queries and tickets raised in Zoho Desk inside Cliq.

The Desk bot comes with the Zoho Desk integration for Zoho Cliq and eliminates switching between tabs for info to help teams get work done faster.



In addition to the bots included with integrations, you can also [build your own bots in Zoho Cliq](#) to perform specific actions like sending automated responses to customer messages, notifying you with customer queries, answering customer FAQs, and much more.

Moreover, it's also crucial to track how satisfied your customers are at regular intervals using metrics like **CSAT (Customer satisfaction score)**, **NPS (Net promoter score)**, **CRR (Customer retention rate)**, **FCR (First call resolution rate)**, and others.

3. Foster lasting customer relationships

According to Accenture,

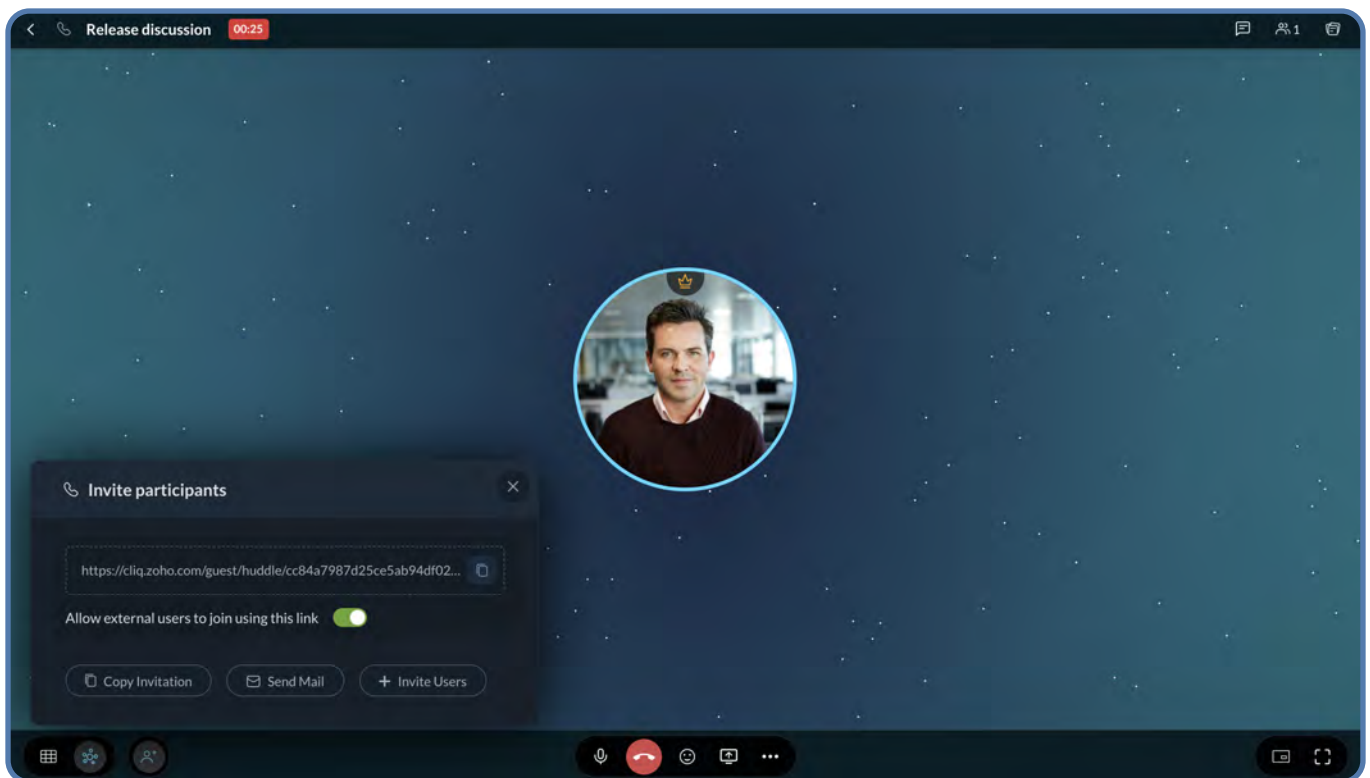
33% of customers abandon a business relationship due to lack of personalization.

Luckily, Cliq offers several features to help personalize your customer experience to retain long-term customers.

Guest Chat in Zoho Cliq

Zoho Cliq not only facilitates efficient internal collaboration, but if you want to engage with customers outside the Cliq organization, you can do so using Guest Chat.

Using the Guest Chat option in Cliq, you can engage in live conversation with your customers to understand them better and provide them with the best personalized solution rather than just sharing a link to your common help resources.



Put customer privacy first

Products or services that comes with high security can lead to an **increase in customer satisfaction by 30%, while 87% of customers will move to another business** if they don't trust that their data is secure. Thus, it is critical to ensure that customer data is handled with utmost responsibility.

Zoho Cliq offers top-notch security for both users and their customers. It is GDPR compliant and ensures your personal data always remains personal.

In Cliq, your data is encrypted in transit and at rest to ensure your information is never stolen. With additional features like the option to chat without history and data privacy for integrations, Cliq has a strong security system in place.



Data Encryption



Secret Chat



Control access to your data



Data-privacy for integration



GDPR Compliance



For Developer Communities

Easy access to customer feedback

Customer feedback helps you understand what's working well and what your customer support teams can do to make their experience better.

You can set up a dedicated customer feedback channel in Cliq to keep all your customer support employees in the know, and even configure a channel to auto-populate all customer reviews and feedback in other apps or sites to be sure everyone stays up to date and issues can be addressed right away.

Key Takeaways

- Satisfied customers lead to better performance for any business.
- Customer retention is more cost-effective than customer acquisition, so be sure to focus on strategies to reduce customer churn.
- For the customer support team to be more efficient and agile, they must be provided with the right tools. Without the right tools and resources, your customer support teams won't be able to provide their best.
- To promote a positive public perception of your company and positive word of mouth, ensure your customers experience the best service all through their customer journey cycle.
- Regularly invite customers to share feedback to make them feel valued and gain an understanding about what you can improve.
- Customer safety should always come first. Zoho Cliq comes with an outstanding security system in place and data privacy is our highest priority.
- Build a loyal customer base to gain an edge over your competitors.



Zoho Cliq is a business communication tool that helps simplify and streamline your business communication with organized conversations, information that's easy to find, and connecting to the tools you love.

To put it simply, it helps improve a team's overall productivity and, in turn, impacts the business's performance.

Website - <https://www.zoho.com/cliq/>

Email us at - support@zohocliq.com

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