

WE AREN'T GOOD AT MULTITASKING

Multitasking is a requirement for many customer service jobs. Unfortunately, we're not very good at it. The result is multitasking hurts service quality.

That's because our brains can only process one conscious thought at a time. When we try to do more, we're really just rapidly shifting resources between various thoughts. The inevitable result is we operate slower and are more prone to making mistakes.



Expect Great Things To Happen

WHY IS CUSTOMER SERVICE CHALLENGING?

Leaders across most businesses say that improving customer service is a **central strategic objective**, but this needs to be done in such a way that it improves customer outcomes while also reducing ineffectiveness.

- Investing in customer service strategy is seen as key to continuing to meet rising customer expectations in a sustainable, world-class way.
- In a tough economic and competitive market, businesses are using their customer service as a key competitive differentiator. Offering customers a consistent multichannel customer service is now key to winning and retaining customers, giving businesses an incentive to improve standards.

WHY IS CUSTOMER SERVICE CHALLENGING?

It's not **instinctive** There are many situations where our natural instincts result in the wrong customer service experience. **Fight** or *Flight*

Our customers see what we don't

People tend to get locked into a certain perspective, but this perspective may not match our customer's. This can cause us to be blind to a customer's need that might be obvious in hindsight.

What you perceive as of value, your customer may not.

It's sometimes hard to be friendly

Customer service employees are supposed to be friendly, but what happens when an employee doesn't feel friendly?

It takes effort to outwardly project a feeling you don't really feel. The worse you actually feel, the harder it gets to pretend you're in a good mood. This effort, called emotional labor, can leave people physically and mentally exhausted.

WHY IS CUSTOMER SERVICE CHALLENGING?

Directed Attention Fatigue

All of this chronic multitasking causes a condition called Directed Attention Fatigue. It comes from overusing the part of our brain that focuses attention.

Here are a few of the symptoms:

- Distractibility
- Irritability
- Impatience
- Indecisiveness
- Difficulty starting and finishing tasks
- What can you do about it?



AREAS OF DEVELOPMENT

Consistency – joining-up department silos: Breaking down information and customer service silos between departments, agencies and existing partnerships is key to providing a consistent customer experience. A centralized and shared knowledge management solution will ensure that the same information is given to customers across all contact channels, helping to improve satisfaction rates.

Customer insight - Customer complaints and feedback provide vital insight into areas for improvement. Offering customers and staff on the frontline dealing with customer complaints a mechanism to suggest improvement, and regularly analyzing this information, enables organizations to optimize their service offering. Showing you have acted and responded to feedback lets the customer and team members know you are listening to them and that they are of value rather than a hindrance.