

Preparing Your Customer Service for the Holiday Season:

Key Strategies for Success





Recognise any of these?

We get many inquiries about the same issue.

During holiday periods we struggle to keep up with demand.

We wish to save time and money.

Our support agents are unable to view client history when replying to queries.

We find it hard to cooperate and cover for each other during holiday periods.

Ticked two or more from the list?

Continue reading to find out how you can deal with most common problems during holiday periods. Our top tips and strategies are based on stories from our clients, and know-how from carrying out more than 500 setups, and the experiences we have made working with clients such as Danfoss, Babysam, INTERSPORT, and Plantorama.

The Importance of Impeccable Customer Experience



Excellent customer service is now more important than ever – not only during regular operation but also during holiday periods.

How many employees are at work at the same time during holiday periods in your company?

How many employees must handle the same service pressure?

Are you ready to maintain the same high customer service level during the next holiday period?

In today's market, customer is king. With numerous options to choose from, if customers are dissatisfied with your service, they will turn to one of your many competitors. This situation has also transformed the support function, where customers now dictate the interaction. Increasingly, consumers expect companies to be available at their convenience, whenever and wherever they need assistance.

52% of dissatisfied customers share their bad experience with family and friends, and 68% of these customers will not be buying from you again.

Therefore, it's more important than ever to deliver exceptional customer service and differentiate yourself from competitors. Before you know it, the holidays will arrive. And, periodically your employees will take turn to go on holiday, whether for a few days or several weeks at a time, leaving your team incomplete during those periods. However, your customers won't cease their consumption because of the holidays.

In order to maintain the same high level of customer service and efficiency with fewer employees, conditions must allow for smooth cooperation on customer inquiries. Even though high season is the most challenging time for support teams, with the right set of tools and strategy in place, you can achieve remarkable results and provide exceptional customer service.



Leverage Self-Service Options



If you give your customers an opportunity to solve their issues themselves, many of them will be glad to do so, which will reduce the need for agent intervention. There are many more benefits that come from a well-organised help desk, including increased efficiency, cost-effectiveness, and convenience. To create a truly great customer experience, you should give your clients the chance to resolve their issues when and how they want to. By giving them a sense of empowerment and ownership over issue resolution, you are fostering long-term loyalty.

According to the Harvard Business Review, 81% of all customers attempt to resolve issues themselves before reaching out to a live representative across industries.

To ensure your customers are successful in resolving their issues, you need to keep your help desk well-organised and optimised.

Here are some tips you should keep in mind:

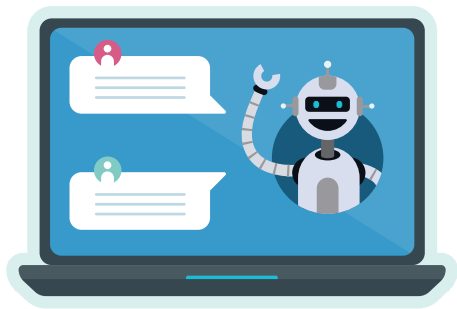
- Regularly update your help desk: Changes in procedures should be reflected there.
- The most important part of your help centre is the FAQ section; make sure it is visible and contains relevant questions.
- Check the popularity of your articles (for e.g., in Zendesk Guide) to make informed decisions about the most common issues.
- Remember that maintaining your help desk requires interdisciplinary effort; raise awareness about it within your team.
- Include your branding elements in the help desk- it creates a consistent experience and helps you instil a sense of trust.

Keeping your help centre up-to-date and relevant is important throughout the year, but it plays a crucial role during the busiest times, significantly impacting your customers' experience and your agents' capacity.

Harness the Power of Chatbots



Despite their negative reputation in the past, many chatbots today revolutionise the market and demonstrate that a customised, high quality solution can be an immensely helpful tool for support. The customer approach to AI and bots is also changing for the better.



According to the Zendesk CX Trends Report for 2023, 77% of customers believe that bots are helpful for simple issues, and 74% believe that AI and bots will improve customer service efficiency.

With these changing attitudes, it is the perfect time to invest in a virtual agent and reap all the benefits that come with it. While the decision may be challenging, with proper preparation and research, every company can find a suitable solution.

Here are a few tips on what you should look for in a chatbot provider:

- AI models that can be trained in any language from scratch: Avoiding the translation layer will prevent misunderstandings and frustrations, making it perfect for future scaling.
- Compliance with standardised framework: Choosing a provider that is compliant will save you time and hassle regarding data handling.
- No-code software: This feature makes it more accessible, and you won't need to allocate developer resources.
- Support across various channels - prioritise your customers' preferred channels. Since most customers prefer to initially resolve issues themselves, consider using a bot for your help desk. They can handle requests, escalate them to agents, and require no maintenance or training.

The choice in the market can be overwhelming, but it is worth taking the time to research your options and select the best one for your business. When implemented correctly, a chatbot can maximise your support productivity without compromising the customer experience.

Maximise Zendesk's Potential



No team can be successful without the right tools, and this holds true for support teams. To set your team up for success during high demand periods, a ticketing system like Zendesk is essential. Moreover, it should be fully optimised to enhance your agents' workflows, making them even more seamless.

Both your clients and your business can benefit from a smooth and efficient ticketing system. By streamlining your support processes, you empower your agents, lower costs, and improve your customer service – leading to increased customer satisfaction.



Here are a few strategies you can employ in Zendesk to foster more efficient workflows:

- Connect Zendesk to your backend data system: This allows agents to access customer information, such as purchase history or any other relevant data without the need to switch between two or three systems.
- Customise your account to your processes and structure: Different solutions will suit different teams, and there's no one-size-fits-all approach to your ticketing system. To offer your team the best experience, analyze your situation and make informed decisions based on it. Don't hesitate to [consult with experts](#) for assistance.
- Automate: A significant part of supporting your team involves simplifying their tasks, and automation is an excellent way to achieve this. There are many ways you can utilise this feature in Zendesk. A good starting point would be creating purpose-specific workflows, such as an automation that notifies the customer when work is in progress.

A well-optimised ticketing system lies at the core of every successful support team. The opportunities within systems like Zendesk are boundless, and by fully unleashing its potential, you can elevate your support operations to unprecedented heights.

Key Takeaway



By implementing the three essential tips outlined in this ebook, you can effectively navigate the challenges of high demand and maintain a high level of customer satisfaction. With a focus on the right tools and empowering your customers and agents, you can ensure that your customer satisfaction level stays high even during the busiest time of the year. Prepare your team, implement these recommendations, and embark on a successful holiday season filled with happy customers.

Do you need assistance with implementing the solutions?

helphouse.io is a full-service CX consulting firm with extensive experience in optimizing digital customer service. We have successfully assisted many brands, such as Babysam and INTERSPORT. Our work not only ensures customer satisfaction but also enhances employee well-being.

As a holistic company, we offer a wide range of services, including implementing and optimising Zendesk, assisting clients with telephony systems, virtual agents, and more. If you're looking to enhance your customer experience through technology and knowledge, don't hesitate to contact us.

Drawing on our own encounters with unsatisfactory customer service, we are dedicated to putting an end to poor CX once and for all.

Are you ready to join us?

Contact us now to elevate your customer service.

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