PingPilot

# Putting Humans Back in Customer Service

You craft the customer's journey meticulously.

The customer is your number one priority. You craft the customer's journey meticulously. You guide them every step of the way and make the experience worth sharing with their friends. You personalize your messages to your prospective customer so that the landing page matches the offer they click on Facebook. You've leveraged all possible data to know your customers better than they know themselves. All of these marketing dollars spent just to get your customer to read your targeted message, increase click-through rates and ultimately, drive sales.

And yet, when the customer has a problem along the way, when transitioning to the next level in the journey is confusing, when their step falters and they want to reach out to you for help, they meet a digital wall.

No matter their need, or their stage in the marketing funnel, you respond to their inquiries with a lead generation form, or automated customer support.

Your customers want to be heard.
Now is the time to listen.
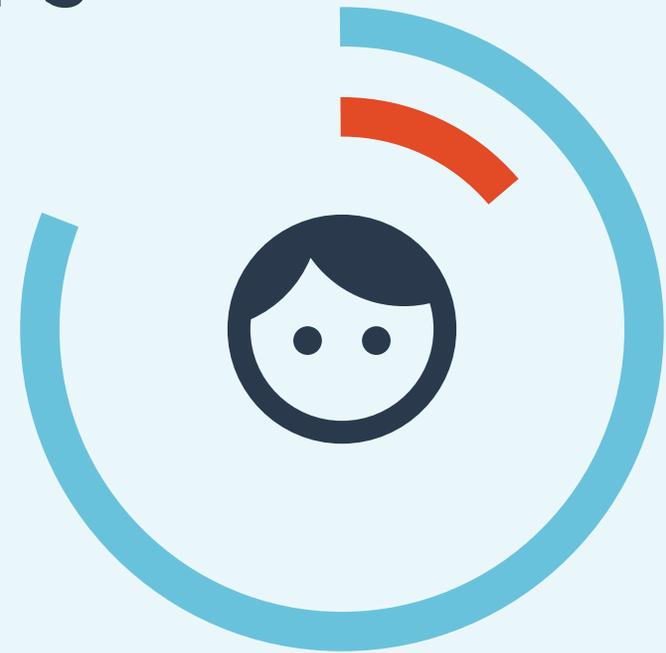
80%
of companies say they deliver 'superior' customer service.

08%
of people think those same companies deliver 'superior' customer service.

ACTIVE LISTENING

96%

of your dissatisfied customers aren't being heard because they have to go through multiple barriers to get to you. They decide that abandoning the complaint as well as the sale is easier than trying to tell you that the roadblock is inconvenient for them.

91%

of customers are lost when companies are unable to attend to them effectively. With clear channels of communication, you would know first-hand what difficulties your customers faced and you'd be in a position to improve.

Companies can improve their product or service through customer feedback.

This is priceless information that rarely finds its way back to companies due to inefficient channels of communication. If you're wondering why your growth has plateaued, it's time to take the 'customer-first' approach out of the company's mission statement and actually implement it. Companies that use PingPilot offer complete transparency in the communication process and allow their customers to take charge.

78% of customers say email is the best way for brands to engage them. While that number looks promising, marketers **measure only a 7% average** in email click rates.

Email marketing is great for raising awareness, yet it does not offer customers the space they need to make a purchase decision. Shopping carts are abandoned at alarming rates for several reasons, most of them emotional.

Consumers are well informed today. You don't tell them how your product or service will add value to their lives, you must show them. Then let them make the first move. The easiest way to build trust with potential customers is to let them take the lead.

Technology is supposed to make our lives easier

but automation does not completely remove the need for human contact. When customers call in with a complaint or initiate a chat over the web, they aren't just looking for solutions, they want to interact with someone who can empathize.

Customers are already frustrated when your product or service isn't functioning as promised, so the last thing they want to encounter is a digital barricade or IVRs that just aggravate them further.

The need of the hour is a revolutionary system that allows customers to communicate on their own terms. Businesses need to understand that their customers no longer respond positively to a conditional system that has them jumping through hoops.

If your consumers aren't robots, shouldn't your customer service be human too?

Companies that use PingPilot have ushered in a new age of customer experience. By handing customers the luxury to initiate the conversation, companies allow them to traverse down the path to purchase at their own speed. Like the navigation unit in a car, make sure your customers are on the right path while they decide how much pressure to put on the gas pedal.

The foundation of all successful relationships is trust. While automation is great, there is no replacement for the human connection. PingPilot does away with the need for lead generation forms and gated content, as well as the futile runaround that is the byproduct of IVRs and call centers ill-equipped to handle customer queries. By offering a direct line to the same agent every time, PingPilot customers can pick up where they left off during their last contact.

Companies that make it easier for their customers to communicate with them report longer-lasting relationships and stronger brand loyalty.

Click here to read the Forbes article on how PingPilot is changing the customer service experience for the better.

DON'T ALIENATE YOUR TEAMS

PingPilot is not a replacement for your existing platform, it's an enhancement—and it takes less than five minutes to integrate PingPilot into your CRM, Marketing Automation, or Service Desk platform of choice.

By integrating PingPilot into your existing marketing campaigns, sales and support workflows, you can provide total visibility across the whole customer experince. PingPilot will automatically share what's happening in voice, SMS & chat interactions across your sales, marketing and customer support teams. By offering options, you can better listen and react to your customers' needs.

**View the
PingPilot Signal Guide**

PingPilot found the current climate of Customer Experience (CX) lacking the human connection. Together, decided to create a platform that put customers in charge. Chris will be revealing how brands can build stronger connections simply by empathizing with their customers at **Content Marketing World 2017**.

Click here to learn how you can humanize your customer-service platform and turn your brand-loyal customers into brand advocates.

PingPilot is spearheading the movement to put the human aspect back in the customer experience.

We invite you to share your customers' pain points and how you feel you could address it better. Relationships extend beyond the purchase cycle when they begin on an optimistic note. Your competitors aren't selling a better product; they're selling a better experience. **We can help.**

Try it Out