

6 Steps to Better Customer Management

Optimize Your Customer Management Strategy With a Listen-First Approach to Outsourcing



Your Customers Mean Business

Companies that invest in their customer experience are outpacing those that don't — by a lot.

80%

more revenue¹

60%

higher profits¹

And everyone's noticing, with customer experience being:

#1

consideration in purchasing decisions²

#1

reason to choose one company over another³

The consequences for not prioritizing your customer experience are steep.

63%

would leave due to poor customer experience⁴

\$35.3B

lost to "unplanned" churn⁵

A Listen-First Approach That Delivers Solutions Tailored Precisely to Your Needs

Customer management solutions shouldn't be one-size-fits-all. When outsourcing customer management solutions, you need a partner that dives deep into your business to understand your challenges, goals and opportunities, and then designs and implements the solution you need to take your business to the next level.

Your outsourcing partners' approach should include these six steps:

1 Listen

Share your goals and needs, as well as the small setbacks and major roadblocks holding you back from delivering the best experience for your customers.

2 Learn

Together, explore probing questions, challenge assumptions and dive into best practices to formulate the most effective solutions for your unique needs.

4 Implement

Ensure seamless implementation of your new solution with transition planning, aligned resources, smooth onboarding, process mapping and expert support.

3 Design

Collaborate on a customer management solution that marries systems, processes, resources, training, tools and business intelligence for optimal results.

5 Assess

Review results and data regularly to assess the efficiency and effectiveness of your customer management solution and identify areas for further development.

6 Reinforce

Drive continuous growth thanks to strategic solution adjustments informed by feedback, data insights, market trends and your business's evolving needs.

Strategic. Personalized. Predictable. That's Exceptional Customer Management.

Seize every opportunity and maintain exceptional customer relationships with tailored solutions that give you the predictability you need to outsource with confidence.



Accelerate Revenue Growth



Expand and Scale Your Business



Speed Up Business Transformation



Enhance Sales Scope and Support



Simplify and Optimize Processes



Elevate the Customer Experience



Inform Decisions With Data Insights



Extend Product Reach Into New Markets



Advance Channel Effectiveness



Strengthen Product Adoption



Boost Customer Renewals



Deepen Partner and Customer Relationships

Complement Your Customer Management Strategy With Custom-Built Outsourcing Solutions

Leverage a custom-built solution that enables you to elevate relationships and capture opportunities you may otherwise not have had the bandwidth to address.



Channel Management

- ▶ Partner acquisition
- ▶ Partner enablement
- ▶ Pipeline generation

Customer Success

- ▶ Post-sale engagement
- ▶ Product utilization
- ▶ Relationship management

Engineering

- ▶ Systems engineering
- ▶ Sales engineering
- ▶ Technical support

Training

- ▶ Employee training
- ▶ Sales training
- ▶ Product training

Revenue Retention

- ▶ Financial services
- ▶ Business intelligence
- ▶ Lead generation

Sales and Operations

- ▶ Account management
- ▶ Renewal management
- ▶ Reporting

Shyft Your Customer Management Strategy Into High Gear With an Outsourcing Partner Designed to Evolve

A strategic global outsourcing partner like Shyft Global Services follows a listen-first, customer-centric approach that gives you the freedom you need to align your investments to innovation, growth and transformation — all while seamlessly supporting your customers.

- ✔ Custom-Built Solutions
- ✔ Simplified Operations
- ✔ Increased Revenue
- ✔ More Focus on Innovation

EXPLORE SERVICES

MAKE THE SHYFT

¹Zippla, "25 MUST-KNOW CUSTOMER EXPERIENCE STATISTICS [2023]: THE BENEFITS OF A POSITIVE CUSTOMER EXPERIENCE," April 2023, <https://www.zippla.com/advic/customer-experience-statistics/>

²PwC, "Experience is everything: Here's how to get it right," <https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series-pwc-consumer-intelligence-series-customer-experience.pdf>

³PwC, "Creating loyalty in volatile times: PwC Customer Loyalty Survey 2022," <https://www.pwc.com/us/en/services/consulting/business-transformation/library/customer-loyalty-survey.html>

⁴Emplifi, "86 Percent of Consumers Will Leave a Brand They Trusted After Only Two Poor Customer Experiences," Feb. 2022, <https://emplifi.io/press/86-percent-consumers-will-leave-brand-after-two-poor-experiences>

⁵CallMiner, "Nearly 74% of Consumers Will Switch Providers After a Poor Contact Center Experience, According to New Research," May 2020, <https://www.globenewswire.com/news-release/2020/05/11/20317422/0/en/Nearly-74-of-Consumers-Will-Switch-Providers-After-a-Poor-Contact-Center-Experience-According-to-New-Research.html>