

THE CX PLAYBOOK

Build Stronger Relationships Through Better Conversations

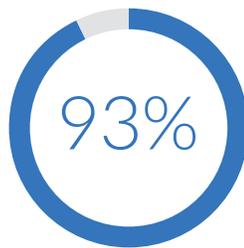


Introduction:

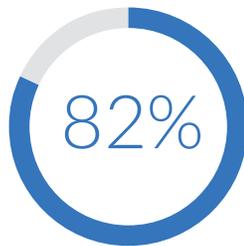
WHY THE CALL CENTER MATTERS MORE THAN EVER

Conversations between customers and service professionals are at the heart of every customer-brand relationship. Good conversations forge a bond, establish trust, and result in increased loyalty, while bad conversations tarnish brand perception and lead to customer churn.

Cogito surveyed more than 1000 customers and service professionals across more than 70 call centers to dissect what makes a good conversation and what employees need to deliver it. In this e-book, Cogito shares insights into the ingredients of positive conversations and why they are imperative to building strong emotional connections.



of customers believe interactions with service professionals affect their perception of the company.



of customers have had a conversation in the last year that left them frustrated.

GOOD PHONE CONVERSATIONS ARE CRITICAL TO BUILDING BRAND ADVOCATES

When customers have complex or important service needs, they choose to speak with a live person to ensure a successful resolution.



76%

of service professionals influence 30 or more customers on any given day.

80%

of customers believe a personalized experience is crucial to their satisfaction.

97%

of customers believe it is important that a service professional demonstrates genuine interest in solving their problem.

A productive customer service conversation involves service professionals who demonstrate a **high-level of emotional intelligence**; that is understanding the social signals they are expressing, effectively reading the social signals of the customer, and adjusting their communication style to ensure they effectively build a positive relationship. Improving emotional intelligence directly increases customer loyalty and employee productivity.



HOW CUSTOMERS DEFINE GOOD CONVERSATIONS

Customers want to participate in phone conversations in which the service professional is engaged, confident and considerate. They expect to be listened to and treated with respect.



78%

of customers are frustrated by extended periods of silence.

80%

are frustrated when their mood is not acknowledged.

90%

are frustrated by being interrupted or talked over.

COMMON PERSONAS DISPLAYED BY CUSTOMERS

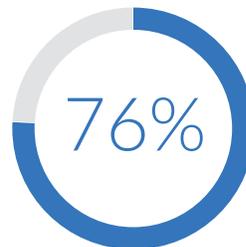
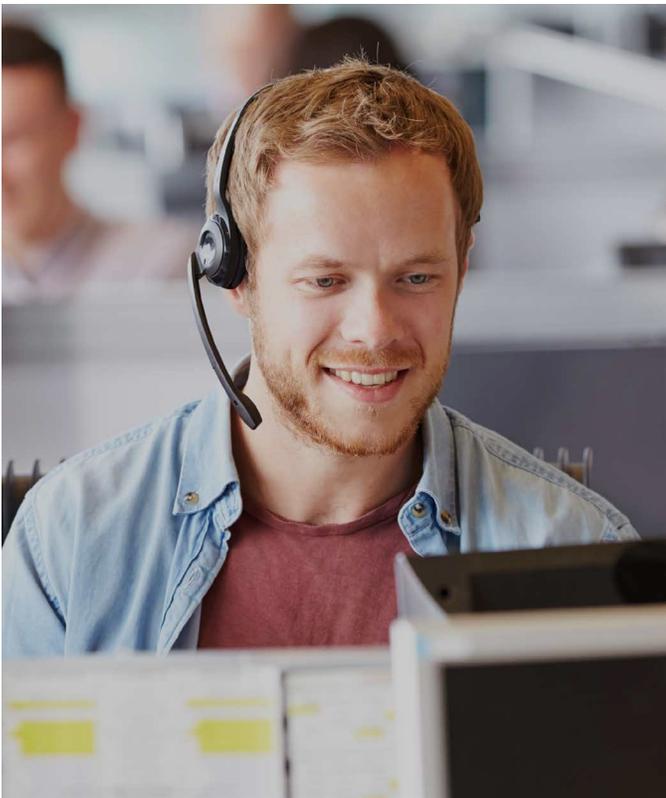
For a service professional to build an emotional connection with a customer during a phone conversation, they must recognize the customer's persona and appropriately adapt to their behavior. Cogito surveyed customers to understand which behaviors they exhibit when interacting with service providers.

Common personas customers display when speaking to a phone professional:



HOW SERVICE PROFESSIONALS DEFINE A GOOD CONVERSATION

It takes two to tango. The previous page explores what customers expect from a conversation, but it is equally important to consider the service professional side of the equation. Service professionals work in an extremely challenging environment, handling high volumes of calls and navigating finicky systems, all while engaging customers in personalized conversations.



76% of service professionals influence 30 or more customers per day.



50% of service professionals find it difficult to build rapport with customers on calls.



89% of service professionals say that establishing better rapport with customers will increase their job satisfaction.



HOW TO EMPOWER PROFESSIONALS TO DELIVER QUALITY SERVICE

1

Recognize emotional intelligence as a key skill amongst service professionals. Hire individuals that possess the capacity for EI, and foster and measure proficiency in the skill.

2

Utilize technology to provide in the moment conversation guidance for service professionals. Help them recognize the behavioral signals expressed by customers and adjust their communication style for better outcomes.

3

Provide service professionals tools that help them self-improve. Deliver systematic analysis of their performance and allow them to review their previous conversations.

4

Provide supervisors tools that deliver objective feedback across all conversations, to enhance coaching and improve relationships with team members.

5

Provide instant and comprehensive insight into the customer's perception of a conversation to help address customer needs in the moment and to drive continuous improvement.

CONCLUSION

By engaging in better conversations your customers will feel more appreciated, leading to greater satisfaction and loyalty. Your **service professionals** will be happier, more engaged and motivated and **company leadership** will have instant, novel insights that result in better decision making and a lasting competitive advantage.



Cogito enhances the emotional intelligence of phone professionals through behavioral change software. By applying validated behavioral science through artificial intelligence and machine learning, Cogito's in-call guidance helps the world's most successful enterprises improve sales results, deliver amazing customer service and enhance quality of care.

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