

# Channel Assessment



## The Changing Service Landscape

The “always connected” customer has increasingly high demands for today’s service offer and are becoming increasingly judgmental and less tolerant of any sub-standard customer service experience.

When asked about the most important elements of customer service and what they perceive as “ideal,” customers ranked ease and accessibility above all else. What are customers looking for these days?

- Easy access to real-time data and capabilities
- Easy contact methods through whichever channel they prefer
- Responsiveness
- Consistency
- For the business to be “always on”

What happens when businesses provide *poor* service?

- \$338.5B is lost globally every year due to poor customer service
- 89% of customers were lost after a single negative experience
- 81% of dissatisfied customers share their negative experience

By 2020, customer service will be the **ONLY** competitive differentiator. Don't get left behind in the dust!

## What is Acumen Solutions’ Channel Assessment Offering?

Acumen Solutions’ Channel Assessment offering is a part of our broader Effortless Customer Service solution. With a Channel Assessment, a member of our team puts him or herself into the shoes of your customer and engages with your business through all of the available engagement channels including online self-service, phone, email, chat, text, and social media.

Our team members will then take the experience and assess it up against “best-in-class” characteristics by scoring the ease of use and performance of each of those contact channels.

A Channel Assessment is a complimentary service we provide to help you learn whether or not your business is engaging in behavior that simplifies and improves the customer experience.

## What Key Questions are Answered During a Channel Assessment?

- How easy are you to contact and how do you engage?
- How easy are you to exchange data with?
- Do you respond in a consistent and timely manner across all digital channels?
- Can your customers engage on one channel and continue the engagement seamlessly on another channel?

## The Channel Assessment Helps Businesses Discover:

- Their performance from a customer perspective
- Their customer experience across all of their contact channels
- How they measure up against “best-in-class” characteristics
- How to deliver quick wins and medium-term initiatives to improve their customer relationships

## Revolutionizing Engagement



### Service Cloud Fullforce Master

With the principal criterion of absolute customer success, Acumen Solutions has been a Salesforce Service Cloud Fullforce Master since 2014. The program highlights top partners with the proven expertise and experience to deliver innovative and complex Salesforce Service Cloud solutions.



### SIFT (Smart Information Filtering Tool)

SIFT enables your contact center to ingest, filter, prioritize, assign, and act on the inbound issues that matter to your customers. Between social media, email, surveys, chat, text, and phone calls, SIFT enables volumes of customer communications and sentiment to be analyzed and actionable insights to be identified.



### M2Cloud (Machine to Cloud)

M2Cloud reduces the time, costs, and risks associated with delivering connected cloud, mobile, and social IoT applications. With M2Cloud, businesses can capture, analyze, and operationalize the data created by connected products and smart things into Salesforce for action.

## Drive Customer Loyalty

*These days, customers are more than willing to share their wants and needs with businesses in exchange for a more personalized customer service experience. Take the time to understand your customers. Providing your customer with positive experiences will drive loyalty in the long-term.*

## About Acumen Solutions

Clients choose Acumen Solutions for one simple reason: our experience delivers success. Joining forces with our clients, our teams of strategists, subject matter experts, and engineers solve problems that can't be fixed by technology alone. We are a Salesforce Global Strategic Consulting Partner with exceptional customer satisfaction ratings in the Fortune 500 and public sector. Our clients achieve increased revenue, streamlined operations and improved productivity, proving that our experience delivers success.



1,500+

EMPLOYEE  
CERTIFICATIONS



9.60

CUSTOMER  
SATISFACTION RATING



TOP 6

SALESFORCE GLOBAL  
STRATEGIC PARTNER