



Four Ways to Improve Customer Engagement in 2013

CUSTOMER EXPERIENCE *By Catherine Constantinides, Published December 7, 2012*

Consider this question: How can a product be developed and brought to market without knowing how it will be received by customers? Unfortunately, in reality are products too often engineered with little or no customer involvement. This can significantly increase the chances of product failures. Therefore, it is crucial for businesses to have a strong customer service management strategy in place that facilitates customer engagement.

Here are a four ways you and your team can successfully rise to the occasion in 2013:

1. Integrate your customer service tools with other core business processes.

Customer insight, whether it is in the form of an issue, problem or question, may contain some important clues about your products and services that could help you better your product innovation process. As an example, suppose your organization manufactures cell phones. If customers are submitting multiple support requests related to product functionality (i.e issues with battery life) you may want to consider creating a requirement that aims to address these problems for the next product release. Your customer service strategy should therefore include a method to seamlessly connect all your product development activities, from ideation right through to project management.

2. Go the distance for your customers.

Don't just listen to your customers, respond to their needs. There is so much talk around the importance of listening to your customers. However, to truly affect change and increase customer satisfaction, organizations need to go beyond just listening. Involving your customers in product development evidently has many advantages. It enables you to develop and bring more targeted, successful products to market, and also provides you with great opportunities to develop more meaningful and mutual relationships with your customers. As a product manager, it is crucial to identify customer questions and integrate it along with other relevant insight into my next product release.

3. Have a method to track and manage ticket items across their life cycle.

Let's face it, some organizations can receive thousands of support inquiries a day from their beloved customers. Naturally, this can be extremely overwhelming if you do not have a strategy in place to manage it all correctly. Think about your current support management strategy and ask yourself this question: Do we have a system in place that allows us to categorize and track the progress of our support tickets as they move through different stages? If the answer is yes, then you are already on your way to delivering exceptional customer service.

4. Automate your workflows and processes.

Managing a high volume of customer service requests can be time-consuming and not to mention tedious. Today applications exist that allow you to create a customer service workflow that practically runs itself. One of the main advantages of automating your workflow is that it reduces processing errors that may have been caused by manual entries.

Involving your customers in product development naturally has many advantages. Not only does it enable you to develop and bring to market more targeted, successful products, but it also creates great opportunities for you to develop more meaningful and mutual relationships with your customers. Make sure “the client experience” is listed as the number one topic to discuss at your next board meeting!



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