

+ Gladly

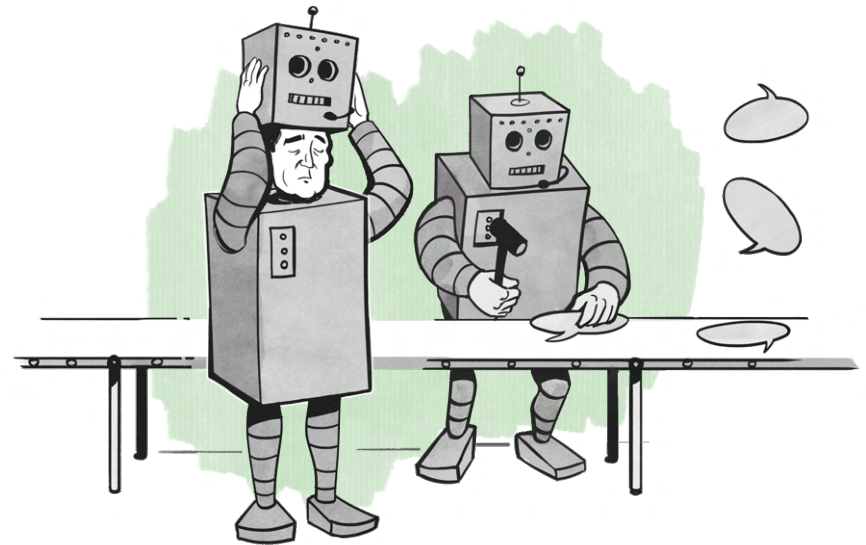
Unlock Customer Loyalty through Natural Conversation



Solving tasks or serving customers

If you're drowning in customer service tickets, duplicate workstreams, and high agent turnover — chances are, you're not embracing natural communication. It might not be your fault. Smart people assure you, "solving customer service tasks is the same as serving customers." But it isn't. Etched in every technological process is a hierarchy of values — a preference for either people or systems.

Solving tasks is systems-biased.
Serving customers is people-biased.



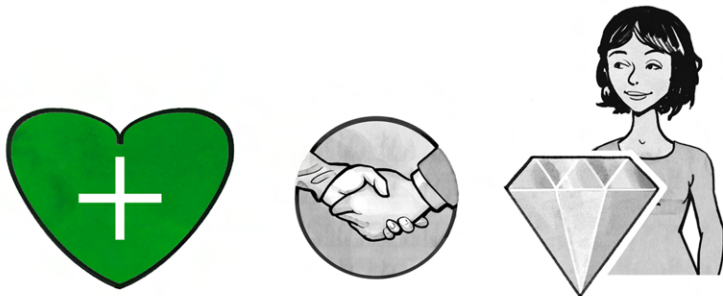
Adapting systems to people is difficult, so CX companies use a simple trick. They demand that people adapt to their systems. Simple.

Now they are free to mechanize customer care through ticket requests. They can treat customers like machine parts, reduce customer problems to a series of numbers, and manage agents like machinery. But, yuck. Right?

Recognition and memory

Suppose the opposite is true.

The best tools honor the design of humans. Good customer service technology nurtures relationships, inspires customer loyalty, and grows each customer's lifetime value.



But, how can one preserve relational conversations in an age of impersonal transactions? It's a great question.

Since the beginning of retail, every small shop owner relied on two ingredients for a natural conversation—recognition and memory.



Recognition is immediate and happens all at once.



Memory is contextual and occurs more gradually.

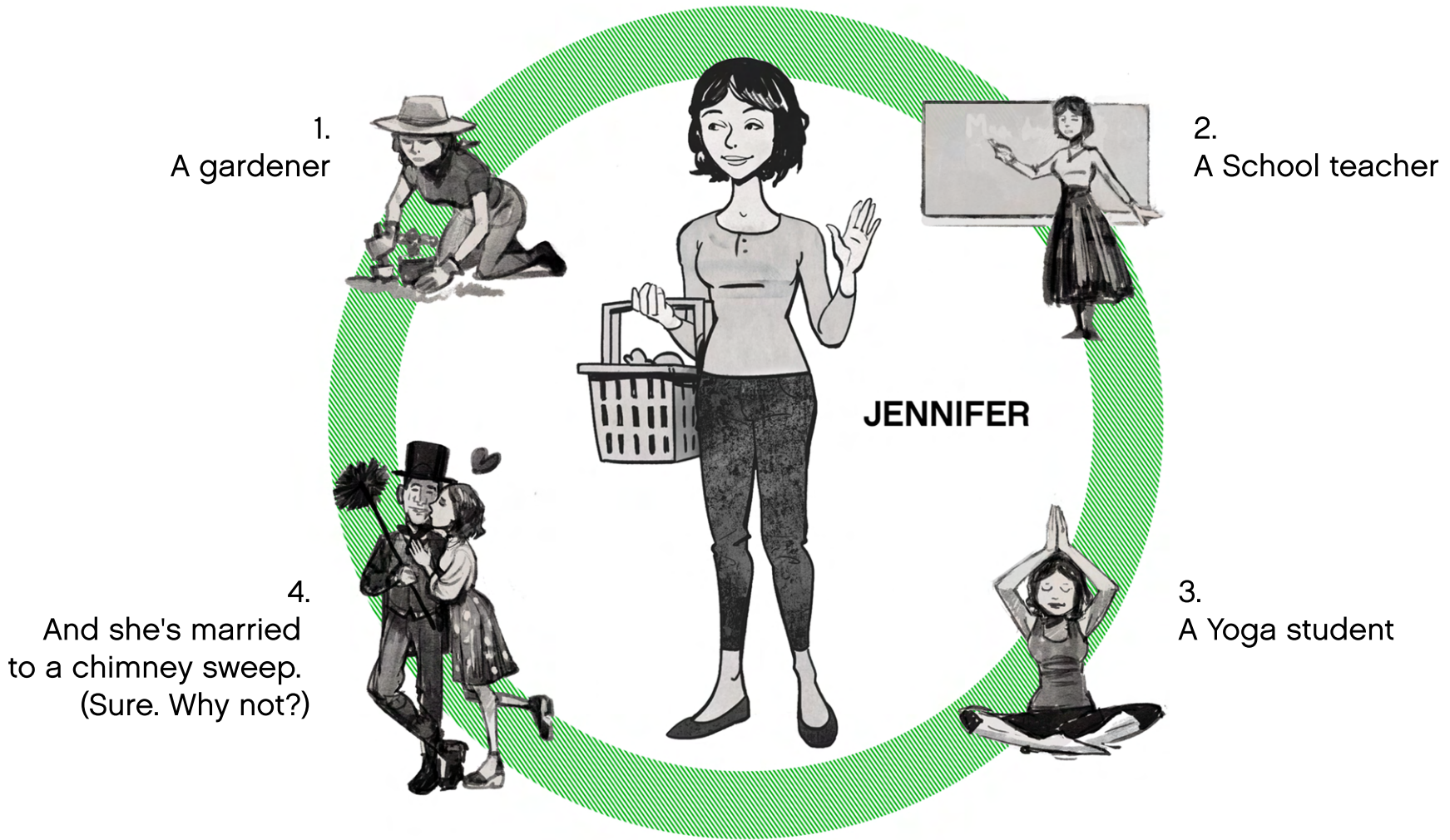
Here's how it works in your day-to-day encounters with friends or acquaintances.

Recognition

You see someone in the grocery store and immediately identify their characteristics.



Jennifer is



**These come to mind all at once.
That's recognition.**

Memory

But since there's a history to your relationship, you also rely on memories to supply context.



01



You remember Jennifer bought a new house.



02



You chatted during the parent-teacher conference at the start of school.



03



You heard she was ill.

Now you are ready for a personal conversation — one where Jennifer feels seen and known.

Are you feeling better?



How's the new house?



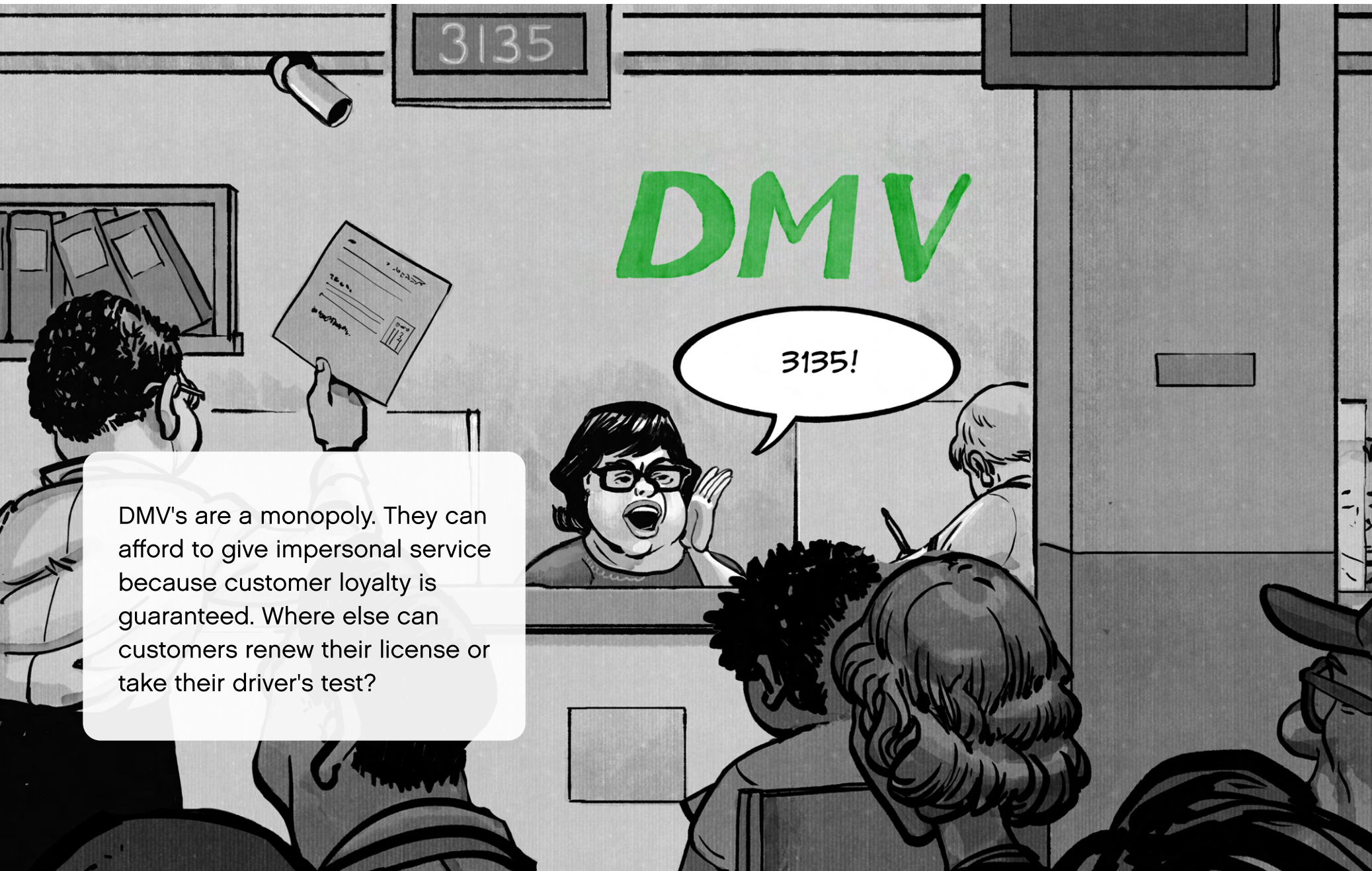
Recognition and memory make conversations feel personal, but they're *missing from CX software, making most conversations with your brand stiff, artificial, and cold.

Here's the problem — ticketing systems center on the task, not the customer. Thus, the identifier is a number, not a person. Unfortunately, this arrangement prevents quick recognition of your customers. Worse still, ticketing systems fragment a customer's history and hide their patterns — In short, ticketing systems obliterate a company's memory of its customers. Undoing company-wide amnesia requires elaborate workarounds.



* But not from Gladly

Do tickets have a place? Sure. The Department of Motor Vehicles.



DMV's are a monopoly. They can afford to give impersonal service because customer loyalty is guaranteed. Where else can customers renew their license or take their driver's test?

But if you're not a monopoly and you wish to maximize lifetime customer value — you need loyalty. And if you want loyalty, you need personal service — that means natural conversations. Unnatural, impersonal conversations destroy loyalty because they prevent the growth of human relationships.

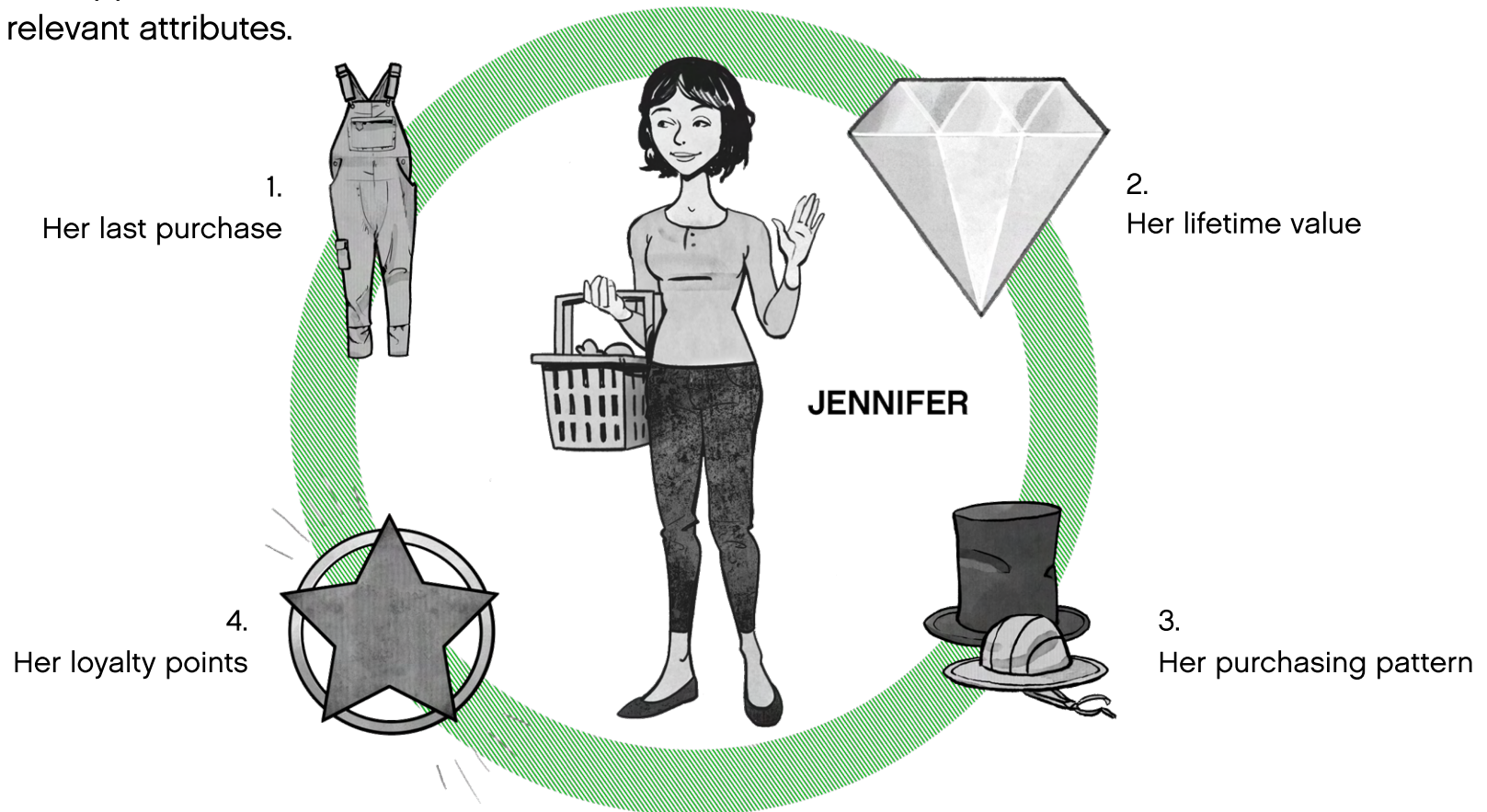
Not a good way to foster a personal relationship



Gladly is structured to embrace recognition and memory, so your agents can have natural conversations and give radically personal service. Here's how...

All about people

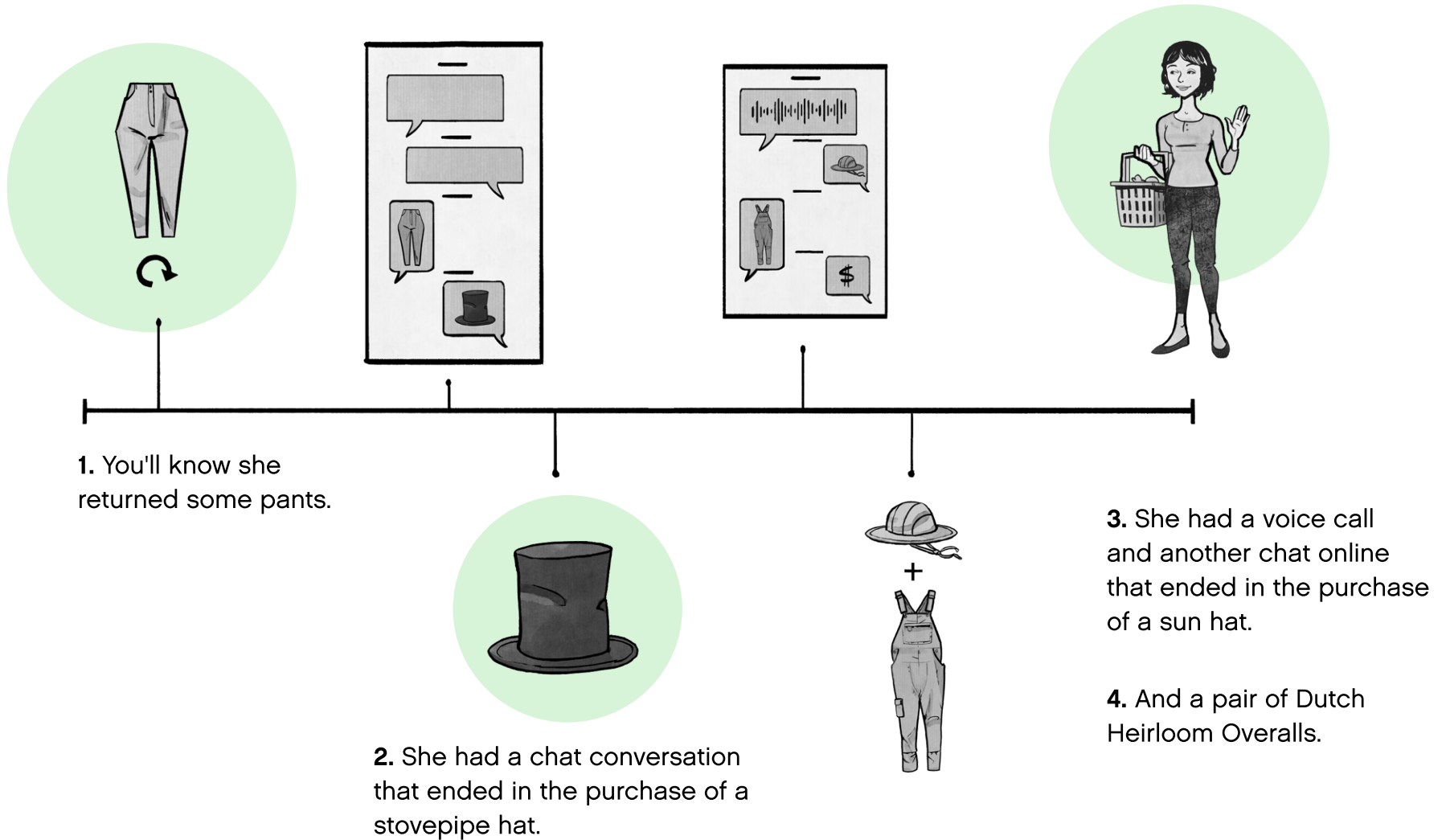
First, Gladly matches Jennifer with the best support Hero. Next, Gladly supplies that support Hero with Jennifer's relevant attributes.



**This information appears immediately —
it's recognition.**

Lifetime conversation

Gladly also supplies memory of your customer in a single, time-organized customer conversation



Now that you recognize and remember her, you're ready for a personal conversation.



Did we mention? Gladly's customer profile also includes the name of your customer's partner. When we say personal service, we mean it!

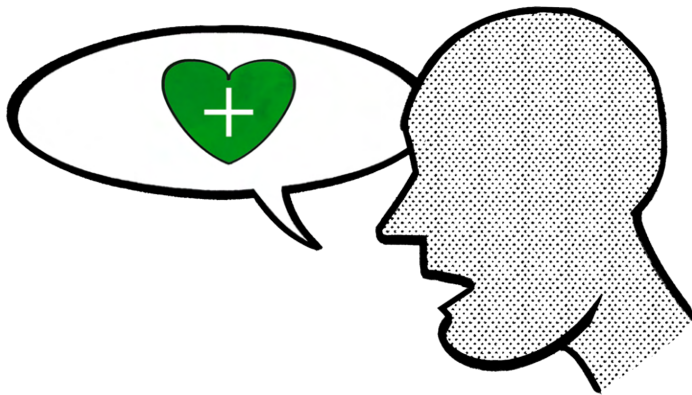




Recognition and Memory eliminate business amnesia, making conversations less like the DMV and more like the dinner table.

Curious to see why we're ranked number one on G2 Crowd for ease-of-use? Attend our weekly product tour.

PRODUCT TOUR



Relationships are organic things that grow over time through natural conversations. How likely is it that blind, mechanized processes will create an organic relationship between your customers and your brand? Not very likely. Give your brand ambassadors the freedom to converse naturally and watch your customer lifetime value grow.

Sound too good to be true?

Listen to Gladly customers talk about their experiences on our Radically Personal Podcast. Click a logo below to hear their story.

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