



**+ Gladly**

**Things You Can Do  
Right Now to Reduce  
High Call Volume**

# Introduction

When customers have urgent or complicated requests, or they just want some human reassurance that their order is arriving on time (something that's become increasingly important in the midst of so much uncertainty today), they turn to the phone.

And when call volumes get high, it can get hard to deliver the high standard of service you strive to provide your customers on a daily basis.

In this Guide, we share real, actionable strategies you could implement today to help you reduce your call volume, and drive down wait times, without sacrificing on the quality of support you provide your customers.

## **Go Beyond Press #0 For Customer Support**

Most IVRs on the market behave simply as a sorting mechanism. Want to hear about our locations? Press #1. Want to talk to a customer service agent? Press #0.

**Offer your customers something more with your IVR, and they'll be more likely to engage with it, than wait for the first chance to get out of it.**

# An IVR That's Personalized To Your Customer

Your IVR should be more than just a guiding mechanism, or a repository for generic information like store locations and opening hours.

Invest in an IVR that can associate a customer's mobile number with their account, and provide customers tailored information such as their order status, upcoming reservations, or loyalty point status.

# Offer SMS To Shorten Wait Times

Offer waiting customers a faster path to resolution through messaging channels like SMS.

But don't make it onerous by reciting a number and expecting them to remember or write it down. Instead, offer them the path of least resistance, like simply pressing #5 for SMS, and having the IVR trigger a text to start a conversation.

## Lean Into Messaging And Self-Service

Self-service lets customers get answers without any agent effort or time needed.

While messaging (i.e. SMS, chat, and social messaging) allows agents to get super efficient by handling multiple customers at a time, versus just one over the phone.

Lean into and promote channels like messaging and self-service that still offer that **real-time, immediate** support customers crave, yet are far more **resource efficient**.

# Offer More Than Voice

It almost goes without saying (but we'll say it anyway), to reduce call volumes you have to offer more than just voice and email.

Offering other real-time channels like live chat or SMS equates to a higher chance of customers using those channels instead.

# Promote Your Non-Voice Channels Far and Wide

If you want customers to choose messaging or self-service over the phone, it's time to get promotional with it.

**Position of honor.** Psychologically, people are more likely to go with the first option presented to them versus later ones. Give your messaging channels top billing on your 'Contact Us' page, and wherever else you promote your support channels.



# Promote Your Non-Voice Channels Far and Wide

**Search your site and the internet.** Your brand's contact details don't just live on your 'Contact Us' page, but across your website (e.g. your footer or Reservations page), marketing emails, or even in your Google search results. Ensure you do a thorough search and update so all these listings reflect your messaging channels' new position of honor.

**Cross-promote on your IVR.** Encourage customers to messaging and self-service channels for faster answers. Better yet give them an easy route to SMS support or a self-service article, or text them a link to a self-service article, with just a push of a number.

# Don't Constrain Self-Service To Your FAQ Page

Don't keep your self-service options to just your FAQ page or Help Center. Instead, offer it up on multiple—if not all—the pages on your website.

At Gladly, we do this through our self-service widget, Sidekick. When opened, customers can view the most frequently asked questions, or search for the answers they're looking for.

# Get Proactive

If you notice a customer going to your 'Contact Us' page, get ahead of the game by reaching out to them first with proactive chat.

## Get Ahead Of Customer Questions

Get ahead of customer questions by looking at what your customers reach out about the most, or predicting what they'll likely want to reach out about in the future (e.g. cancelled flights or a product recall).

That way you can **create helpful content ahead of time** so customers can find answers themselves, or get quick answers from agents to their questions.

## See What's Trending

Look at your reporting to see what your customers are reaching out about.

If you find repeated questions (e.g. around return policies), make that information easy to find—maybe within your item description—so customers don't need to reach out for further clarification.

# Beef Up Your Content

Once you know what customers are reaching out about, use that to beef up the answers on your self-service channels.

The easier it is for customers to find the answers they need, the less likely they are to reach to for human help.

## Spin Up A Dedicated FAQ Page

If you have, or foresee, a particularly complicated issue, create a dedicated FAQ page for customers to find all the answers they need.

With the uncertainty around travel today, many airlines have spun up dedicated pages with comprehensive guidance on cancellation policies, with links customers can use to cancel and rebook flights themselves.

# Empower Agents With Knowledge

When your agents have all the context and information about a customer at their fingertips, they not only deliver a **higher quality of service**, but **faster service** too.



# Provide Key Customer Context

Knowing who a customer is as soon as they reach out—their name, last purchase, and order numbers—means agents don't waste precious time gathering details, and can get straight to helping your customer.

Arm your agents with a customer support platform that can give your agents a full 360 degree view of your customer.

# Seamless Transition From Self-Service To Agent

Save your customers and agents time on the phone by giving your agents insight into the self-service answers a customer looked at before calling in.

For example, if a customer has already seen a company's FAQ answer on shipping windows but didn't find what they need, an agent won't waste time rehashing content in that answer, but delve into their specific ask.

# How Gladly Can Help

Here's how Gladly can help you reduce your call volumes through this busy season and beyond.

## IVR That's Personalized

Provide tailored service to customers via an IVR that can recognize who they are, and deliver the specific answers they need—from order status to upcoming reservations.





## Go From IVR To Messaging

Let customers skip the long wait line and switch effortlessly to SMS, Whatsapp, or Facebook Messenger instead—all they need to do is push a number. The best part? Setup takes hours, not days.

# Self-Service Everywhere

Encourage customers to find answers themselves by allowing customers to self-serve everywhere—not just your FAQ page.





## Customer Context At Your Agents' Fingertips

Empower agents to work faster, yet still provide personalized service, by delivering key customer details—from name to last purchase and order numbers—on the same screen they use to talk to customers

## Seamless Transitions From Self-Service

When agents can see which answers a customer's already looked at, they can skip the repeat and get straight to the root of the issue.

See how Gladly can help you reduce your call volumes through this busy

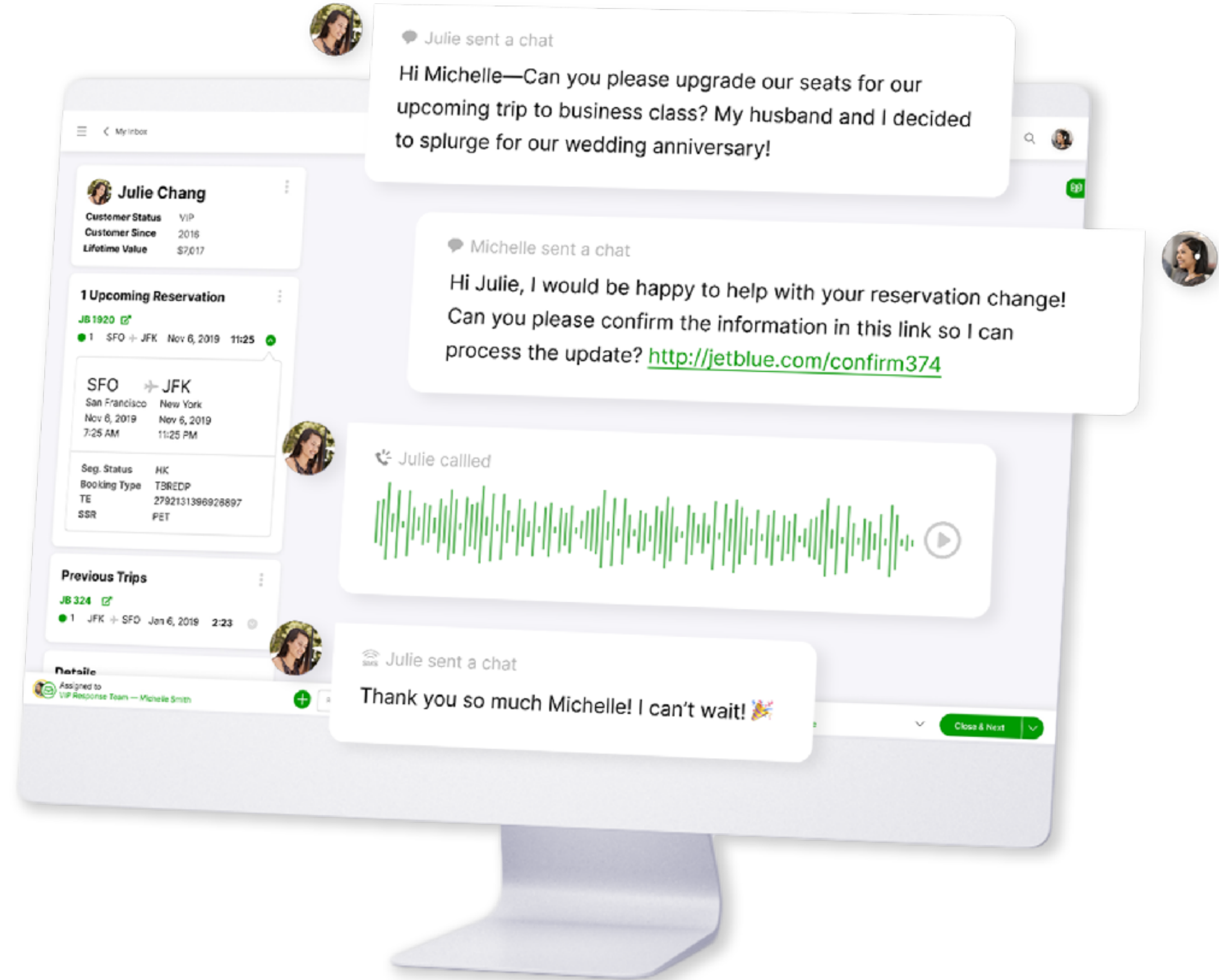




# About Gladly

Gladly is a radically personal customer service platform. Unlike legacy customer service platforms that are case centric, only Gladly is designed with people at the center and uniquely enables a single lifelong customer conversation from voice to modern messaging. Gladly powers some of the most innovative consumer companies like JetBlue, JOANN, and TUMI to deliver exceptional customer experiences and makes customer service a competitive advantage.

**See a Gladly Demo**  
<https://gladly.com>





**Thank you.**

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