



8 Customer Service Strategies to Elevate Your CX Game in 2024

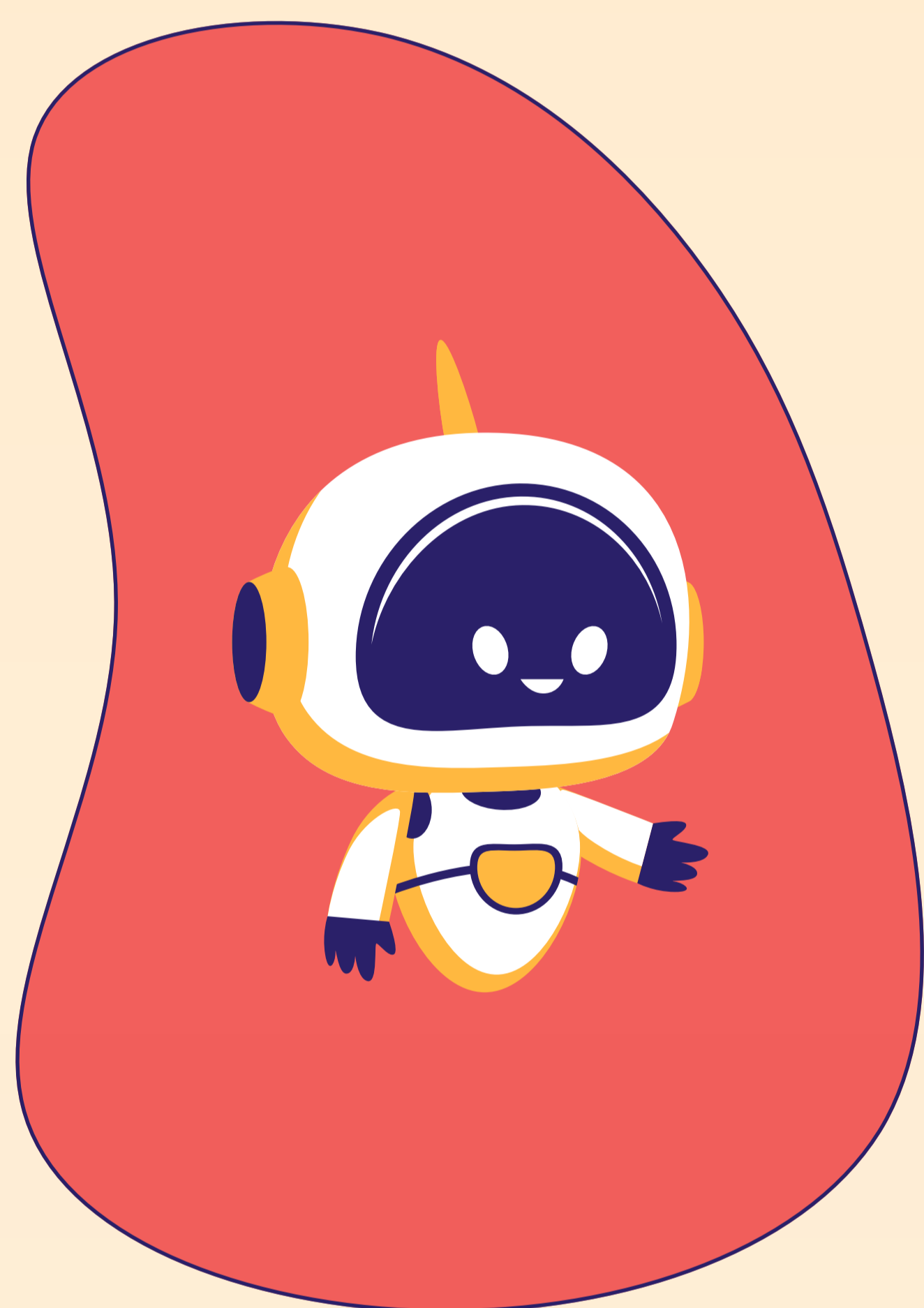


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Meeting customer needs in 2024



There's never been a more exciting time to be in customer service. From increasing awareness around the importance of customer trust to the rapid integration of AI-driven solutions, there's a lot happening!

Modern customers are no longer satisfied with just good service; they are seeking something deeper—a meaningful dialogue that resonates with their individual needs and desires. Much like a fulfilling conversation, customers are yearning for that emotional connection, the sense of being genuinely heard, and a level of personalized attention that reflects their uniqueness.

The question arises: How can your team deliver the seamless and tailored experiences that customers are craving in the upcoming year?

Here are eight key customer service strategies to focus on in 2024.





Use generative AI to supercharge your customer service team

AI is one of the biggest customer experience trends of 2023, and your customer service team's greatest ally for 2024.

An [AI chatbot](#) can reduce your agents' workload by handling common queries, but AI is so much more than a chatbot. Help your agents by using AI to:

- * Draft responses to customer emails,
- * Use common customer queries to suggest [knowledge base](#) updates,
- * Speed up your [quality assurance](#) process,
- * Analyze data on a larger scale to identify the strengths and challenges of your customer service department.

AI is a teammate who's always got a sharp eye for customer trends and is quick to offer recommendations and solutions. But don't forget to always consult with your agents on how AI can better assist them in delivering a more personalized and human-centric service.

And if you don't know where to start when it comes to plugging AI into your customer service, we've got you covered with "[6 easy ways to use AI in your CS](#)"!

02

Leverage personalization to create brand loyalty

We can't overstate the power of customer service to drive customer loyalty. Outstanding customer service keeps your customers happy and engaged.

But to reap those benefits, your customer service needs to be personalized. Over half of consumers say a personalized experience will turn them into repeat buyers.

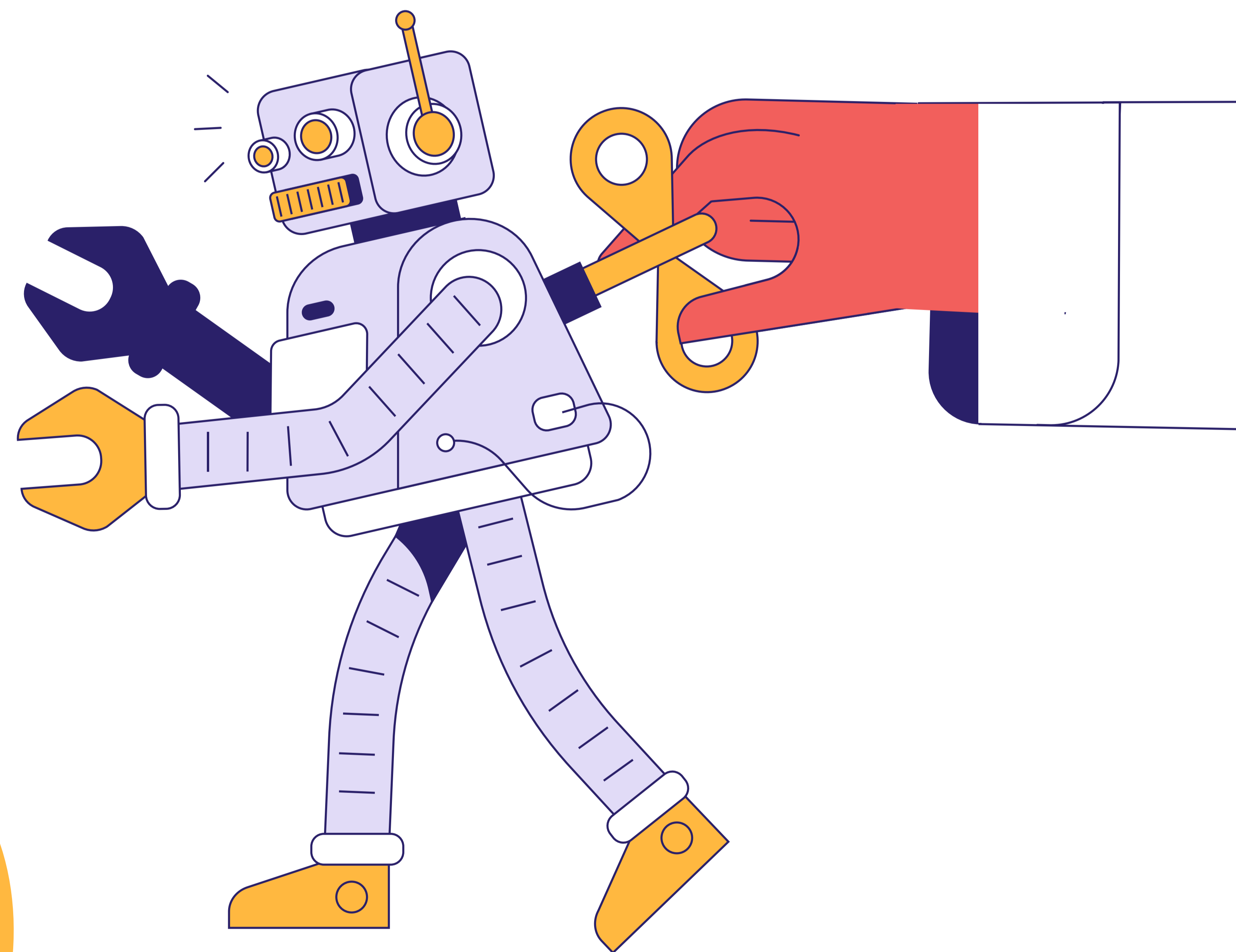
Personalization is about much more than adding a customer's name to an email. It's about adapting your communication to each customer's individual needs.

You might be wondering how on earth you can do that at scale. A high level of personalized service gets harder to maintain as your customer base expands.



This is where AI comes into play. It can:

- **Generate personalized recommendations.** Offering tailored and relevant recommendations cements your reputation as a company that knows and understands your customers' needs.
- **Suggest relevant knowledge base articles to customers.** The right suggestions give customers the help they need with minimum searching.
- **Summarize customer interactions.** When agents join a conversation fully informed, each interaction feels like a conversation with a friend who remembers what matters.



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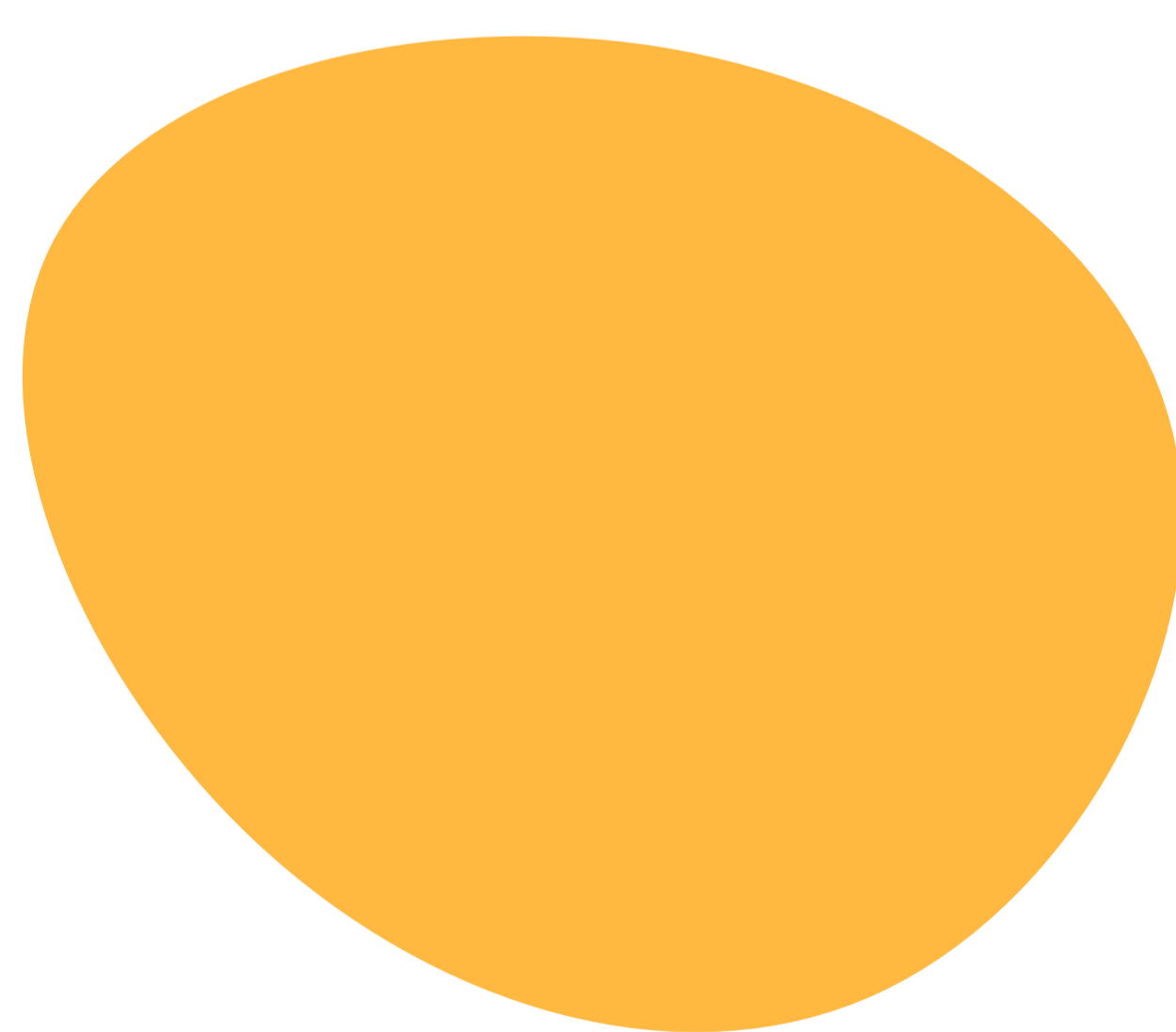
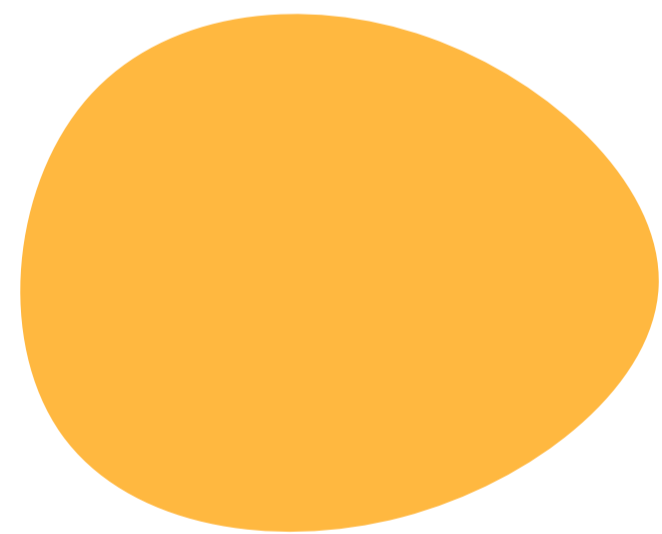
Prioritize customer self-service

Customers want to solve issues on their own. As a matter of fact, 49% of Gen Z participants and 41% of Millennials say they would use a digital self-service option rather than call a live customer service agent.

Here are four ways to get started with better self-service:

- 1 **An AI chatbot is on hand to help 24/7.** Choose a chatbot that connects to your knowledge base to eliminate AI hallucinations and give your customers accurate answers.
- 2 **Up your FAQ game.** Use an AI-powered FAQ generator to identify common questions, and build a relevant and easy-to-navigate FAQ.
- 3 **Don't overlook the power of an online community!** 79% of brands believe their community has had a positive impact on their company's objectives. A community gives your customers access to a constantly growing pool of knowledge, and personalized help for other people. The sense of camaraderie is great for brand loyalty, and your agents benefit from having more time to focus on more complex queries.
- 4 **Create interactive self-service guides.** Interactive walkthroughs, video tutorials, and product demos can all help your customers get what they need from your products and services.

Robust self-service options build customer trust. With the help of AI you can offer relevant information before customers even ask for it, establishing yourself as a brand that anticipates their needs.





Get at the heart of your CX issues with root cause analysis

If excellent customer experience is your mantra, you need to get started with [root cause analysis](#) (RCA).

Many businesses fall into the trap of fixing problems without [figuring out the cause](#). That's like putting icing on a terrible cake and hoping no one notices. You need to fix the cake!

Let's look at an example. Customer surveys show dissatisfaction with email support. The main complaints are long waiting times, and first contact resolution (long email threads back and forth before solving the issue.) So you hire more agents - which costs a lot - and invest in more training. Yet the complaint numbers don't drop.

RCA reveals the real problem. Agents don't have enough information at hand. They're toggling between different tabs on their customer service software, and asking customers for more information, until they get enough context to provide an answer. Customers perceive that they're waiting too long for their problems to be solved, but the real problem is that they're waiting too long for agents to get up to speed with their cases.

Now instead of hiring more staff, you can focus on the real fix. Giving your agents [the context they need](#) will boost their confidence in solving problems and lower resolution times.

Dig deep by using a customer service data and analytics solution to [identify main contact drivers](#), and the real reasons behind them.

Prioritize the contact drivers you can eliminate or reduce, and create an action plan for improving each.





Delight your customers with proactive customer service

Traditional customer service is reactive. Your customer tells you their problem, and you solve it.

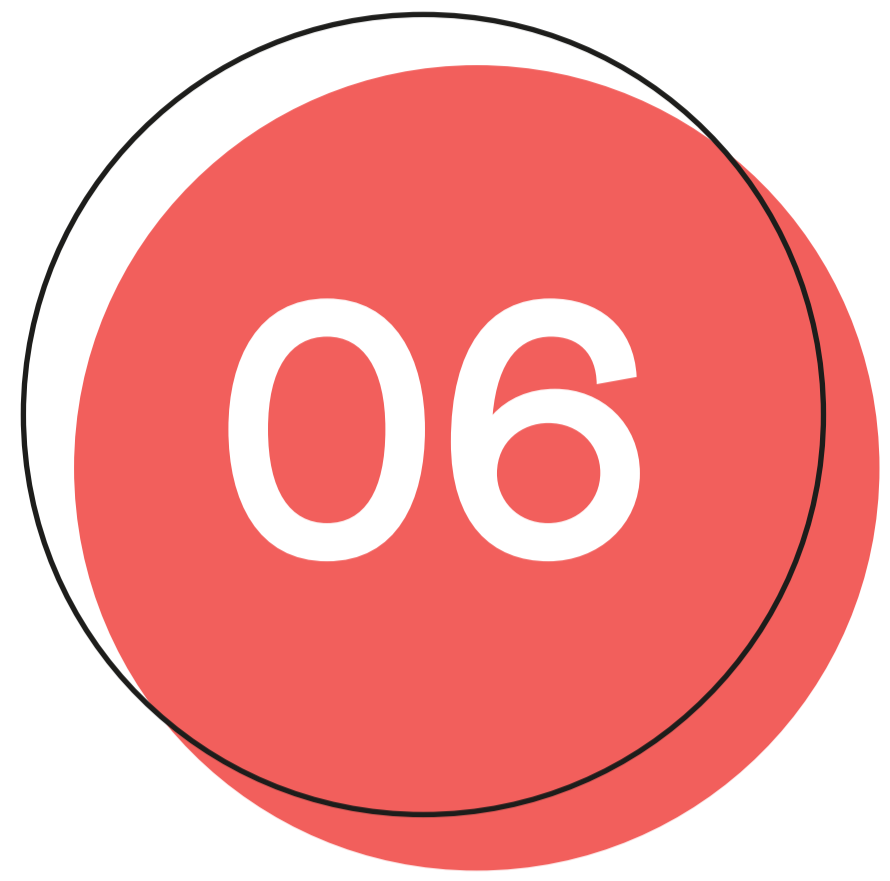
Want to delight your customers? Get proactive. Instead of waiting for a problem to arise, take action first. When you make the first move to help your customers, you let them know you value and respect them.

Proactive customer service might look like:

- * Letting them know about a problem with their account or order, and what you're doing to fix it.
- * Telling them about new products or services that are relevant to their interests.
- * Surprising them with a discount or service upgrade.
- * Providing FAQs, a knowledge base, and interactive guides to answer their questions before they ask them.
- * Newsletters and social posts that offer tips, tricks, and troubleshooting.

A proactive approach tells customers you have their back. And by heading off issues before they need to contact support, you can reduce pressure on your agents. Be sure to make it easy to connect to an agent when needed though. One survey found that 47% of people who worried about AI were specifically worried about having to [interact](#) with AI more than with humans.





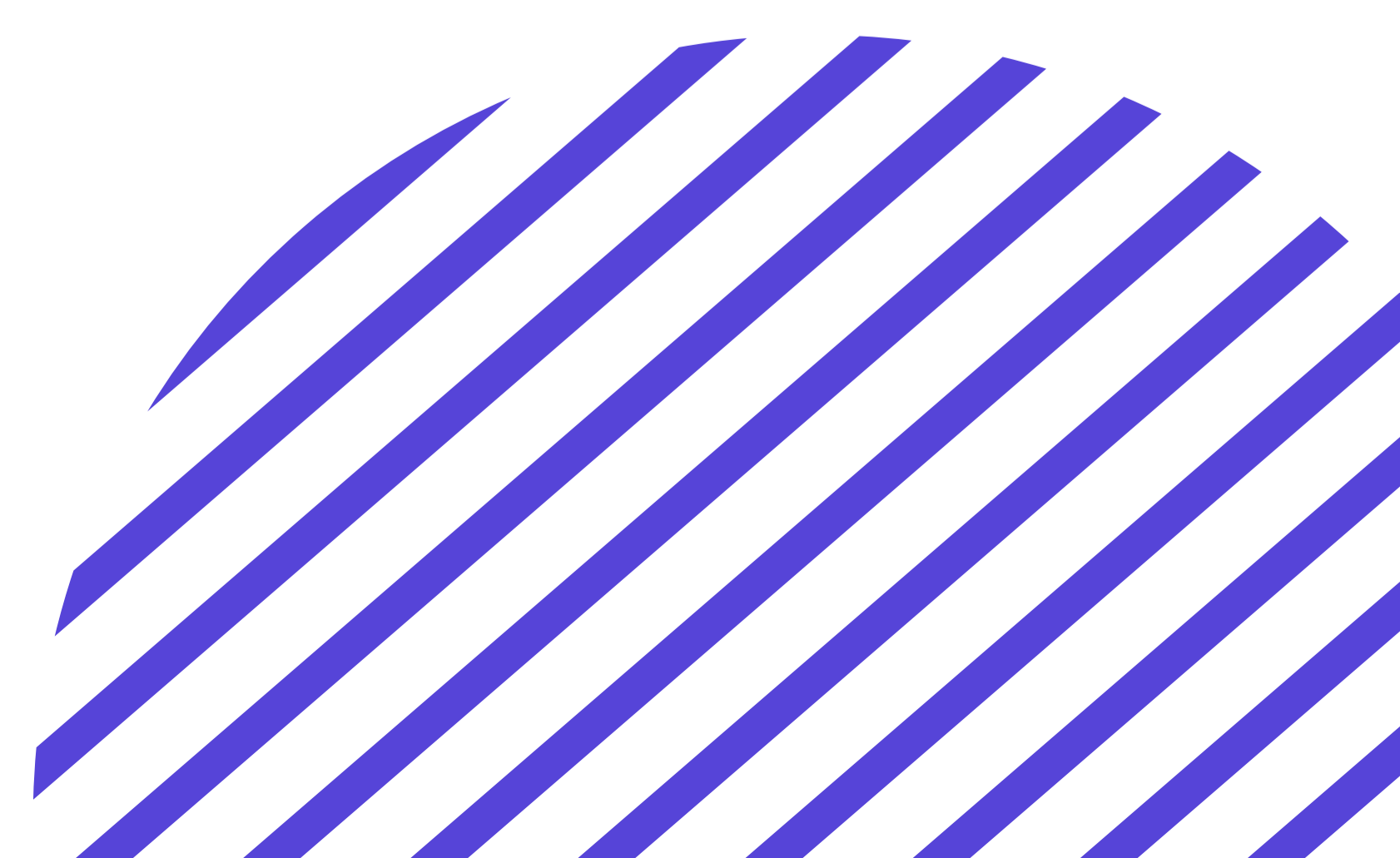
Offer global and multilingual support

If you have global customers, you need global customer service. That includes offering help in multiple languages. But don't worry, you don't need to employ a fleet of multilingual agents. Instead, choose a CS platform with [translation capabilities](#).

Global support means recognizing that customer expectations can differ significantly across cultures. This is true even when two cultures share a common language. For example, what seems friendly to an American customer could be over-familiar to a British customer.

Meet your customers where they are with tailored communication strategies for your global customers. Make sure your agents have the key skills they need to carry out your strategy. Offer training on active listening, cultural sensitivity, and how to adapt to different cultures.

Once you've got your global strategy in place, use [quality assurance](#) to monitor standards across countries and cultures.





Create an airtight customer data protection policy

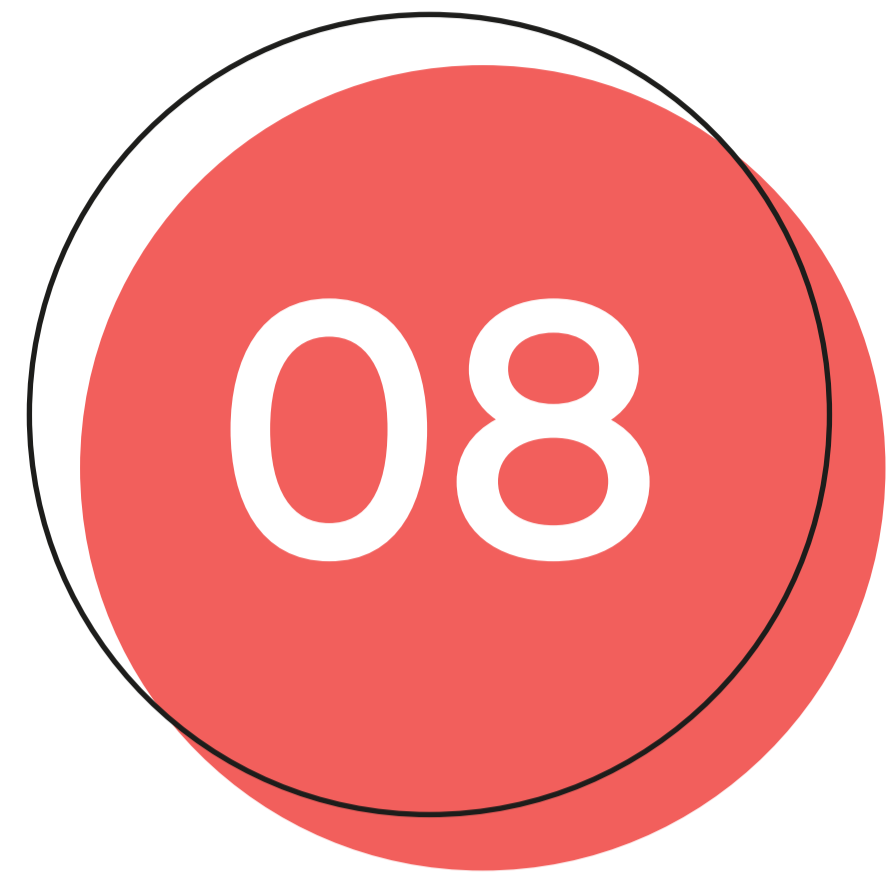
Your business needs data to provide insight and drive business decisions, but customers are naturally concerned about privacy, and reluctant to hand over personal information.

Help customers trust your data policies by making sure they're fit for purpose. Start by getting clear on what data you need to collect to better serve customers, and why you need it. Now you're not collecting unnecessary info that will sit idle.

Build robust data collection, storage and security policies. Your policy should cover what data you're collecting, why, and who has access to it.

Be proactive about protecting your customers' data with “**privacy by design**” features. These include automatic timed logout, two-factor authentication, and strong password requirements.

If you want customers to trust you with their data let them know what steps you're taking to protect it. Create accessible and transparent data policies, and let them know how they can control what you collect.



Learn how to prove the value (ROI) of investing in CX initiatives

Last but not least, for 2024 you'll want to prioritize showing the ROI of CX investment.

The people in the C-Suite need to see that CX is worth the investment if you want their buy-in for CX initiatives.

So how do you show them? Data, data, data. Combine [data](#) from order management systems and CS platforms to quantify the impact customer contacts have on Customer Lifetime Value. [Show them](#) how excellent customer service impacts the bottom line.

- Data you should look at includes:

- * Average customer spend,
- * Your most profitable customer segments,
- * Whether your customers are higher in quality (big spenders) or quantity (lots of customers).

- When you present your findings, back them up with:

- * An overview of the current situation,
- * The predicted benefits of any initiative,
- * A timeline of projected benefits and costs.

Use AI to set data collection parameters to gather the most relevant data and build a strong case. Acquisition costs are on the rise, so anything you can do to retain customers will help your bottom line. Companies today lose \$29 per new customer acquisition, compared to just \$9 back in 2013.

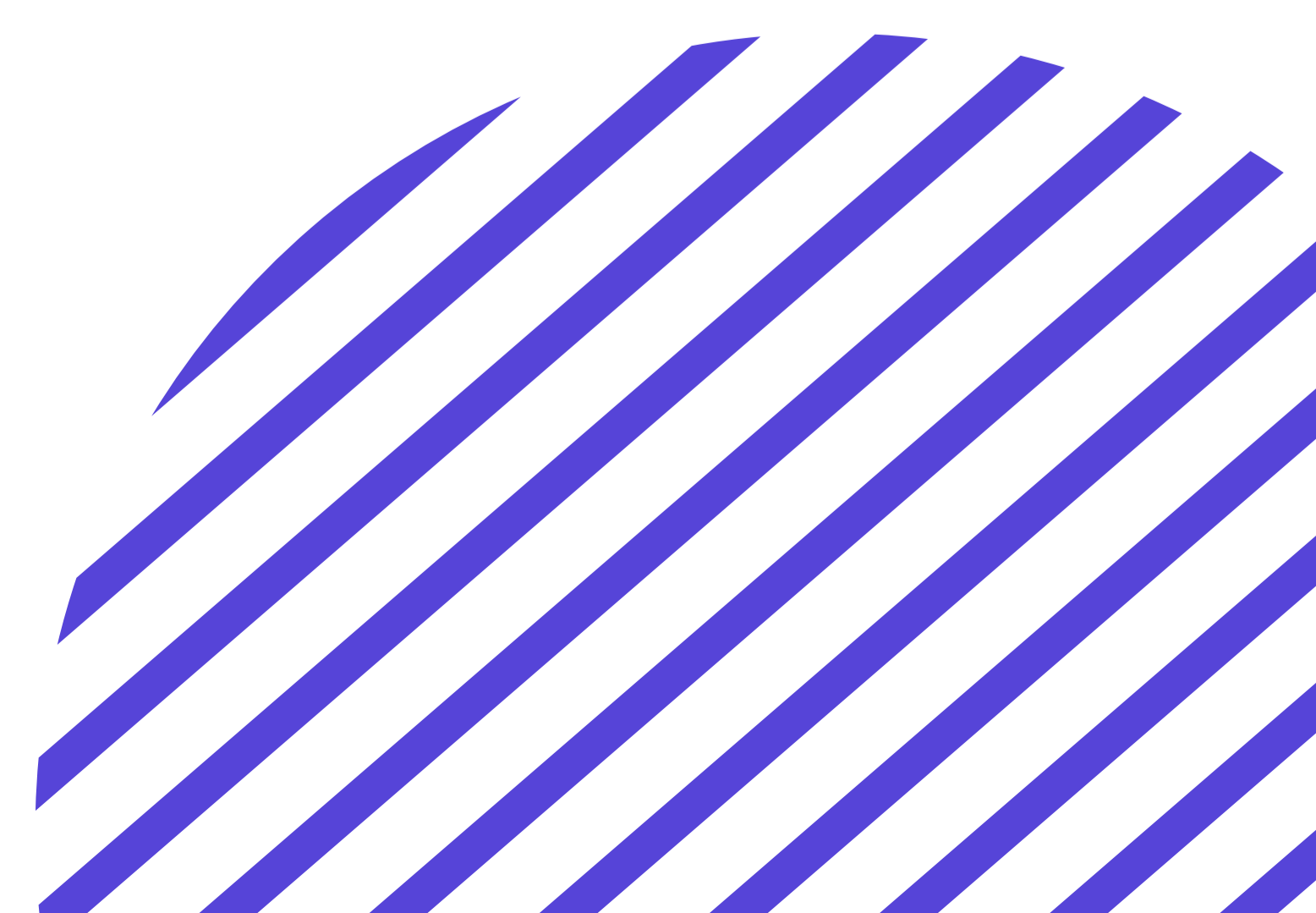


Ready to set your 2024 priorities and move your customer service forward?



Highly personalized and seamless service is the name of the game for 2024, and artificial intelligence can help you get there. By empowering your agents with the right tools, and anticipating your customer needs, you'll be able to transform your customer service and build a loyal customer base.

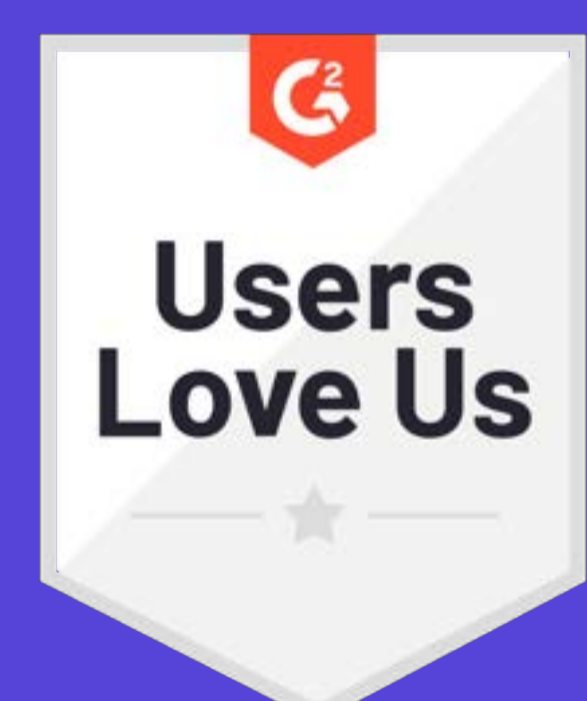
We're excited by all the innovations in the CX space right now, but keeping agents and customers happy and engaged will always be our number one goal, year after year.





Dixa enables companies to deliver customer service as it is meant to be. We help customer service leaders to create effortless experiences for customers and teams that unlock loyalty. Dixa's Conversational Customer Service Platform combines powerful AI with a human touch to deliver a highly-personalized service experience that scales.

Our dedicated customer success team ensures you are up and running quickly. Dixa powers more than 30 million conversations a year and is trusted by leading brands such as Interflora, On, Wise, Deezer, Rapha, Too Good to Go, Hello Print, and Wistia. Learn more by visiting dixa.com.



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