Chapter 9: Customer Service via Technology
Learning Outcomes

• **9-1** Recognize the extent to which customer service is facilitated by the effective use of technology.

• **9-2** Use technology to enhance service delivery capabilities.

• **9-3** Communicate effectively via e-mail, the Internet, and fax.

• **9-4** Deliver quality service through effective telephone techniques.
The Role of Technology

- Customer service and technology
  - Statistics
  - Changes
Internet Users

http://www.clickz.com/type/stats/category/demographics


Mobile users


The Role of Technology

- Call centers
  - Define
  - High-touch customers versus low-touch customers
Types of Technology

- Found in call centers
  - Automated attendants
  - Automatic call distribution system
  - Automatic number identification
Types of Technology

- Found in call centers
  - Computer-aided telephone interview
  - Computer telephony integration
  - Email
  - Fax machine
  - Internet callback
Types of Technology

- Found in call centers
  - Internet telephony
  - Interactive voice response
  - Media blending
  - Online information fulfillment system
  - Predictive dialing system
  - Screen pop-ups
Types of Technology

- Found in call centers
  - Speech recognition
  - Teletype systems
  - Video
• Technology in customer service has:
  – Advantages
  – Disadvantages
Strategies for High-Touch Customers

• Social networking
• MP3 and audio
• Push technology (texting)
• E-newsletters
• E-books
Strategies for High-Touch Customers

- Webinars
- Satellite technology
- Telecommuting
Technology Etiquette

- Email etiquette
- Fax
Technology Etiquette

• The phone in customer service
  – Tips for effective phone skills
Technology Etiquette

- The phone in customer service
  - Tips for effective phone skills
Technology Etiquette

• The phone in customer service
  – Using voicemail
  – Taking messages