avanade

Engage with compassion

Every interaction is an opportunity to build trust. If you want to create a real and lasting connection, you need to tailor conversations, products, services and tools to address your customers' specific challenges. That way, they will know you are there to help them.

Do the right thing

As the COVID-19 pandemic continues, customers are turning to brands for support.

89% want brands to produce products that **help people meet the challenges of the pandemic**.

34% **increase in hold times for calls to customer service** between early to mid-March.

What's first?	How?	Quick tip:
1. Provide self-service tools Allow your customers to manage what they can themselves with easy-to-use, experience-led digital tools.	Assess the challenges your customers may face. Implement **low-code** AI tools, such as virtual agents, chatbots or online forms for special queries.	Consider tone of voice. With your brand voice in mind, use conversation designed to create more compassionate chatbots.
2. Have real-time conversations Your chatbots will give instant answers to the simple questions. But when customers need to talk to a person, make sure customer service agents have context. They should have access to the customer's requests and actions up to this point, so they can provide fast, tailored solutions seamlessly, without needing the customer to repeat themselves.	Add plug-ins that integrate chatbot data with customer account information.	Real-time conversations give your customers a personalized experience and prove you understand their needs.
3. Think end-to-end Once your customers have received their recommendation, your back-end systems need to be able to deliver. Make sure customers can find, order and receive the suggested product or service.	Integrate data flows across your website, marketing, CRM, ERP and other back-end systems.	Integrating data flows will increase efficiencies across the business and help build a lasting connection with your customers.

Looking further ahead

Keep alignment between the front-end and back-end of your business – take advantage of data and AI to ensure customers have a consistent experience of your brand from first interaction to delivery, and even billing.

Invest in customer service functions – provide training, an intuitive and updated knowledge base, call center analytics for insights and a modern toolset to deliver for customers going forward.

Taking the brand to the customer

Almost half of beauty brands in the US have adopted interactive features on their site to deliver personalized recommendations similar to the in-store experience.
One firm has integrated a virtual try-on, shade finder and product quiz.

Find out how Avanade can help.

To register your interest for a complimentary CX assessment, contact us **here**.

To find out more, **download our guide**.

About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem, and the power behind the Accenture Microsoft Business Group.

Learn more at **www.avanade.com**