



HOW TO

# Humanise Customer Experience Using Technology

IN PARTICIPATION WITH



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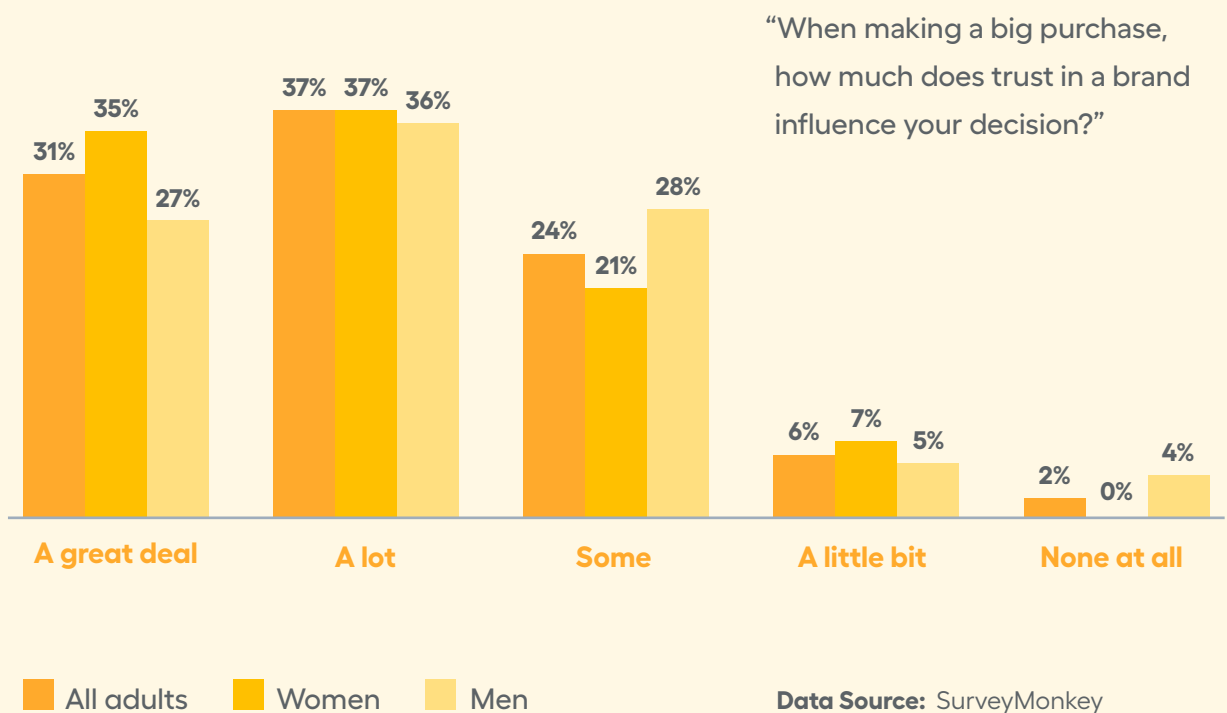
# Introduction

## Your road to humanizing customer experience (CX) begins here.

Technology can sometimes make customers feel like the human element has been removed from how someone interacts with your company. However, technology can also help you humanize, personalize, and elevate customer experience—regardless of the industry or size of your business.

Humanizing customer experience is critical for business success in today’s market. Brand trust is now more important in consumers’ decision-making process than ever before—a fact which **keeps many CMOs awake at night**. By relating to your customers on a personal level, however, businesses can both win consumers’ trust and maintain it in the long term.

### The Impact of Trust on a Large Purchase Decision



The problem is, the larger a company gets, the less personalized its service tends to become. As businesses scale, they leverage technology and automations to increase efficiency, and the end result can be that customers feel as though they're being treated like a number, are less satisfied with your customer service, and lose trust in your company.



**Growing  
companies**



**Connection  
with customers**

Here's a scenario that probably sounds familiar to many consumers today:

*Customers get frustrated when a bot tries to address their concerns, while companies are stuck with tools that automate and scale at the expense of customer satisfaction.*

*You send a chat message to a company asking a question, and are greeted by an AI-powered customer service representative. You have a specific issue, but the bot is limited to templated answers that don't fully address your problem.*

*You send an email, but get an auto-reply message telling you that someone will get back to you shortly.*

*Then, you call the company's customer service hotline, and after selecting the right option, eventually you talk to a human service representative. You explain your issue, and the representative says they're not able to handle your request. Eventually, you're passed to another department.*

*Somehow your call gets dropped, and you have to call back. You're already dreading it. You start the whole process over again, and you have to explain your problem again a few more times before finally speaking to the right person in the right department.*

By the end of this journey, your customer is left feeling tired, frustrated, and detached from your business.

A process like this is wrong for two major reasons: it's impersonal and it is not customer-centric. This system uses technology to replace humans, when it should be *empowering* your customer service team to provide an even better, more personalized experience than they could without technology.

When used right, however, technology can eliminate the friction that negatively impacts the customer experience, while still allowing you to grow or scale operations efficiently.



A single bad interaction with your company can have a serious impact on a person’s perception of your brand. So, even though you’ve gained their trust and turned a prospect into a customer, you need to maintain their trust by continuing to provide a personalized, empathetic customer experience across every channel where users interact with your business. Sales, Support, Marketing and Product teams all need a certain level of alignment to provide a consistently positive experience for your customers, at every stage of the customer journey.

## The key is to bring back the *human* element into technology.

This eBook takes you through everything you need to know to use the latest technology to gain people’s trust by **personalizing and humanizing the customer experience**.

Many of these insights were sparked by the “Humanizing Onboarding, Support, and Suc-

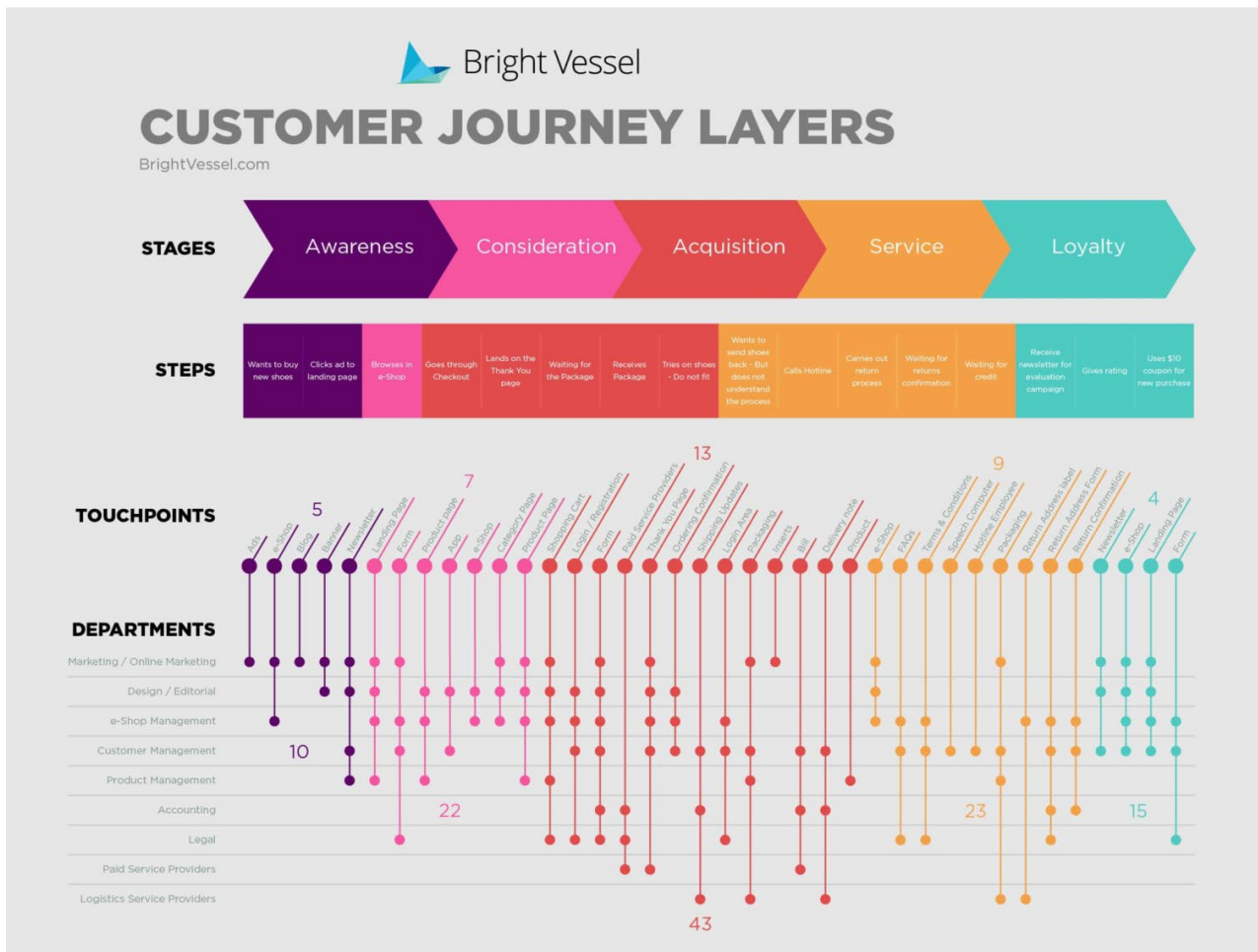
cess” webinar, which Aircall hosted in partnership with Loom and Front. In it, Customer Success leaders met to explore issues around the role of technology in CX and the ways to leverage it to increase automation, *without* decreasing personalization. We’ve also personally gathered tips from Customer Success experts and researched the industry’s latest trends and data to create this comprehensive guide to humanizing the customer experience using technology.

From customer onboarding to support and upselling, we’ll show you how you can use technology at every stage of the customer journey to humanize the customer experience, allowing you to start customer relationships off on a positive note, promote long-term customer satisfaction (CSAT), and help increase overall customer lifetime value (CLV).

In the words of **Clare Muscutt**, Founder and Director of the CMXperience, “There is a huge opportunity for us to reduce those barriers to purchase, to lower the barriers to adoption, and to provide a joined up and personalized experience. Usability has got to be... jam-packed with value so customers can achieve their goals—and most importantly—it’s got to be humanized.”



**Nicholas J. Price**  
Global Senior Manager  
of Content, Aircall



[See original source here.](#)

**Data Source:** Bright Vessel

Customer experience cuts across all stages of the customer journey—including acquisition, onboarding, and overall customer success. To improve the experience is to holistically improve the entire customer lifespan and value for your business.

# 1 Ensuring a Smooth Customer Acquisition and Onboarding Process

The best user acquisition and onboarding has nothing to do with your product, but with *people*.



With the rise of eCommerce, it's now pretty common to purchase from a company with zero human interaction. However, this also means that businesses run the risk of compromising or skipping building a customer connection at all.

The customer acquisition and onboarding phase is arguably the most important time in the customer journey for you to build a relationship. It could be the deciding factor between whether they purchase from you or a competitor, and also sets the tone for the rest of their interactions with your company.

Fortunately, technology advancements haven't just streamlined the purchasing process—they've also made it possible to cus-

## Personalization is Key to Winning Business



■ Consumers ■ Business Buyers

[See original source here.](#)

Data Source: Salesforce

## Survey Says: Customers Highly Value Great Customer Experiences



[See original source here.](#)

Data Source: Superoffice



customize acquisition strategies and onboarding processes in a way that's efficient and scalable for businesses.

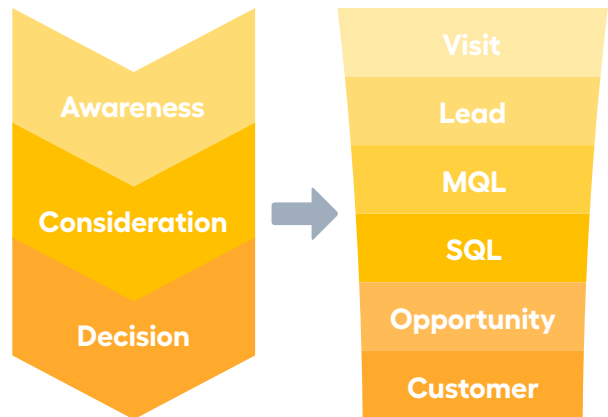
In this chapter, we look at how you can use technology to build a customer acquisition and onboarding strategy that's humanized, but also agile, allowing you to adapt to changing consumer behaviors and market trends, all while providing a consistently positive experience for your customers.

## The Human Touch in Customer Acquisition

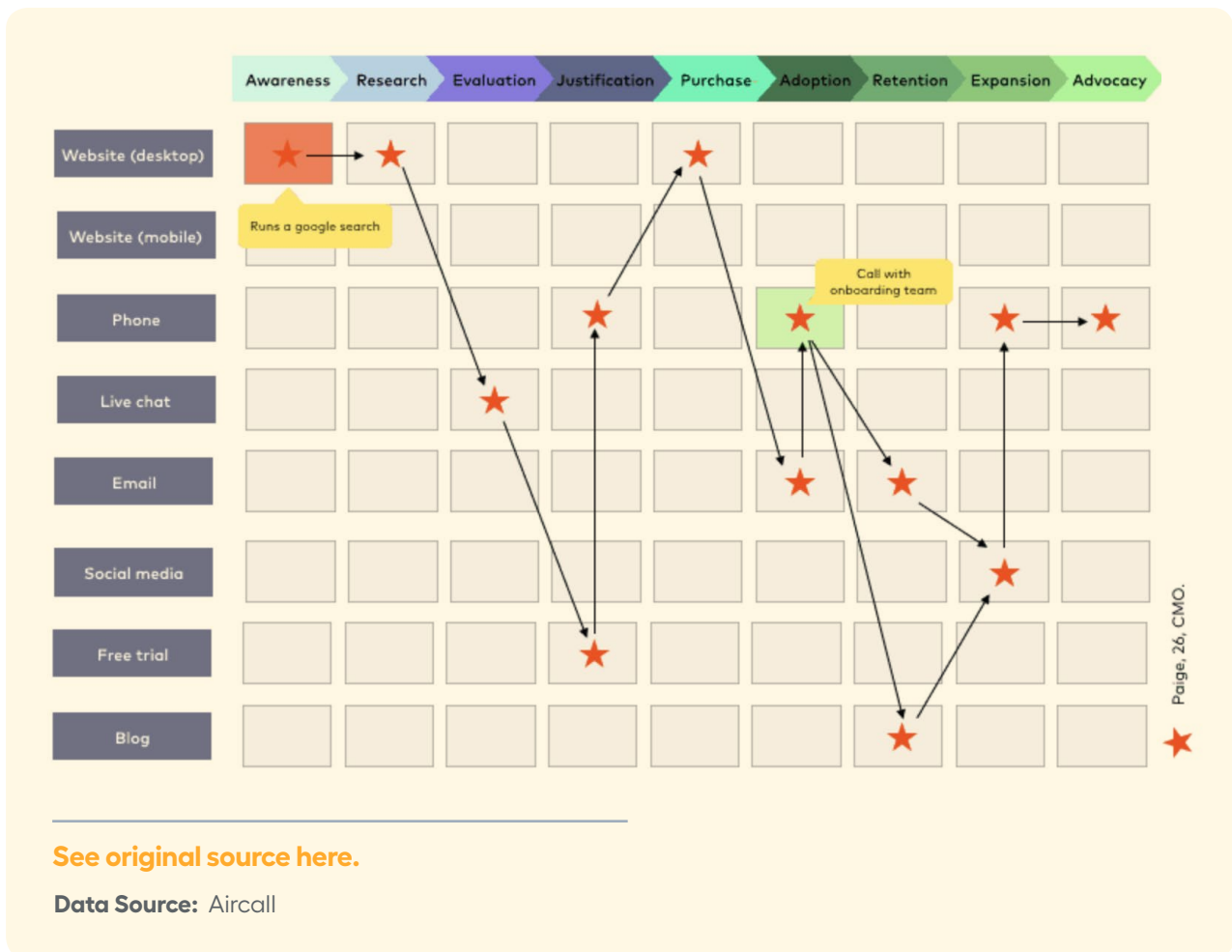
The customer acquisition process gives you an opportunity to humanize customer experience at a crucial step in their journey—the stage where they are being converted from leads to paying customers.

CX industry veteran **Clare Muscutt** says, "Building a great customer experience doesn't happen by accident, it happens by design." This process starts with customer acquisition.

The acquisition phase is when you must effectively communicate your company's value in order to convince prospects to become customers. It's also the stage where you get the chance to show customers what they can expect from their interactions with your company, setting the tone for the rest of their customer journey.



This once-straightforward process now takes place across multiple channels and touch-points, making it difficult for companies to track and personalize the customer experience at every stage in the sales funnel.



When dealing with multiple touchpoints, using technology is the only way of doing this that will allow you to monitor customer interactions across every channel. You can integrate data from your website, email campaigns, cloud-based phone systems, and social media accounts to get a holistic view of your customer acquisition process, including such things as:

- Which channels generate the most leads
- How the typical customer journey develops

- Which communication channel leads prefer
- What other sites they visited after yours

All of this information can later be used by your sales representatives to customize acquisition calls, and it can also be shared with onboarding and support teams to personalize the customer experience even further.

Once you've gathered this data, here's how to use technology to humanize your customer acquisition process:

- **Set up a virtual call center** using a cloud-based phone system and software integrations. Your support team will have access to shared contacts, a shared call inbox, and all crucial information gathered on the lead prior to making the first sales call.
- **Capture as much customer information as possible** to qualify your leads and identify those who are most likely to convert. **Go beyond call recordings** with real-time call monitoring to train representatives how to improve sales calls in real time.
- **Implement customized, automated email campaigns** for smoother communication workflow and increased engagement. **Integrate the campaign** to your cloud-based phone system to share all customer data gathered with sales and marketing teams.
- **Focus on the value of the product**, and how it addresses the customer's pain points during your sales calls. You need to be aware of the concerns in each particular audience segment, as they won't all be the same - the data gathered from their interactions on other channels can help you identify these.
- **Create customer-centric goals** that prioritize their needs over the company's business objectives. In other words, in-

stead of pushing your product's features, understand and support your customers' needs during sales calls.

By personalizing the customer acquisition process in this way, companies can increase conversion rates by more than 90%. But the benefits of humanizing the customer experience don't end here - the next step is to build a relationship with your new customer to keep them satisfied and bring repeat business to your company in the long term.

## Humanizing Your Customer Onboarding Process

Using technology, you can take all of that valuable information that you gathered on customers during the lead generation and acquisition phase to tailor your onboarding process to their specific needs.

By creating a hyper-personalized experience, you create a strong first impression, set expectations for continued high-quality service, and can help promote long-term customer engagement and retention.

For example, if you know from your sales calls that a customer is more interested in certain product features than others, you can tailor your onboarding to focus more heavily on the features which most appeal to them. This

also gives you the opportunity to show them the value of additional services they may not have considered previously, but which could also help solve their concerns.

The goal is to have your **sales representatives** pass along all relevant customer information—their demographics, pain points, preferences, and dislikes—to your onboarding team. This way, they'll know how to best frame the product to set customers up for a successful relationship with your company, and with using your products or services. Here are some further tips for using technology to humanize the onboarding process:

- Introduce your business with engaging videos and conversations. Think about what they'll need to know once they start using your product, based on their specific needs. This fosters trust from the onset and makes customers more likely to get the most out of your services.
- Set up long-term customer support. Instill confidence in customers by letting them know how you'll help them with all product issues. Make sure customer data is shared with support teams within your cloud-based phone system, and that users know how to contact relevant departments with any concerns.
- Use data to improve the onboarding process. Gather feedback from customers and review recorded onboarding calls to

find ways to improve the onboarding process and adjust to changing consumer behaviors or preferences.

Customer acquisition and onboarding provide a valuable opportunity for businesses to develop trust and confidence with customers, which in turn leads to brand loyalty and brand advocacy in the long term.

If you rely on a one-size-fits-all approach, you run the risk of alienating leads and new customers by failing to speak to their individual needs. With technology, you can avoid this common pitfall by getting to know your audience, sharing data across teams, and using it to tailor your approach to every customer.

The result?

Your customers feel as though you understand them, and are more likely to purchase from you, as well as get the highest possible value from the products or services you provide.

# 2 Meeting Customer's Expectations With Improved Customer Support

Many SMBs put the majority of their focus on the customer acquisition and onboarding phases, but place much less importance on the role of ongoing support within the customer journey.

However, there are many points of friction in the customer service journey that, if removed, drive better experiences, increase conversion rates, and improve overall sales performance.

Here are some of the common things that decrease customer satisfaction levels:

- The despised “canned” answers that sound templated (even if they’re not).
- The frustration of being passed around from department to department.
- The annoyance of unrelated upsells that agents impose on them.
- A lack of empathy or genuine concern for their problems.
- The feeling of not being listened to.

All of these issues stem from one root—your support team doesn’t know the customer’s expectations, and have no efficient way to find out what those expectations are, so that they can adjust their approach accordingly.

## The Point of Friction in Customer Support

**External friction with customers is a manifestation of internal limitations which companies face.**

Both **Matthew Meeks, the Global Programs Head of Front**, and **Susana de Sousa, Senior Manager Support at Loom**, shared how their clients often struggle with keeping internal team communication intact as they scale.

This is particularly prevalent in remote or distributed teams: “Communication can break down, especially if most people have never met each other in person. Neither person knows how the other works, so silos can really be created between teams,” de Sousa notes.

By the time support agents face the customer, there’s no integrated or efficient way to know **what the customers are expecting**, or what has happened so far in their customer journey.

What’s worse, this breakdown usually happens just after the point of sale—a time when ongoing customer support is most crucial.



“You have this client that just purchased a shiny new tool. But behind the scenes, you have teams that are handling multiple clients at the same time, that have to handle multiple stakeholders, that have multiple tools to be dealing with,”

**Aircall’s Director of Success, Charlotte Passemard, explains.**

“We need to make sure that the client is not repeating himself.”

That’s why good customer support begins with a system that allows you to keep track of customer expectations.

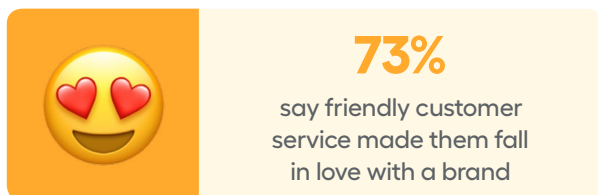
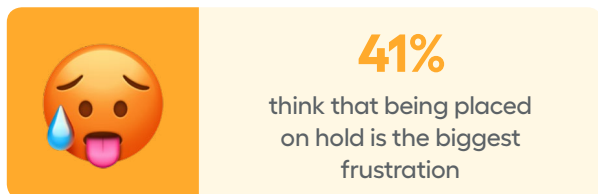
With a cloud-based phone system like Aircall, you can gather and distribute customer information seamlessly across departments. This data is critical for knowing when you are and are not meeting customer expectations, and gain actionable insights on areas for improvement.

Let’s go through some more ways in which you can use technology to improve and **humanize your customer support**, by keeping internal teams connected and up-to-date on all customer interactions.

# Humanizing Your Customer Support

Sitel Group's 2018 Index Report found that 70% of people **would rather speak to a human customer service representative** than with a chatbot. Nearly half of them said this is because they're **not confident that digital assistants could understand** their requests.

At the end of the day, customers just want to be heard or in other words, to be treated like a human being!



For companies to do this, they need the ability to get feedback from customers and respond accordingly.

Loom, for example, makes it a priority to **share customer feedback across different departmental teams**.



“Hearing directly from customers creates a ton of empathy with our product and engineering teams... [allowing them] to become an advocate for their wants and needs,”

**Susana de Sousa (Senior Manager Support, Loom) explains.**

The task is an ongoing process, as it takes time to nurture customer relationships, and only a few minutes to damage them. This is why it's important to use technology to streamline the feedback gathering and sharing process and ensure you're meeting customers' expectations from a product, marketing, sales, and support perspective.

Here are some ways in which you can do this:

- **Segment your audience by need** to meet them at their preferred level of engagement and communication channel. You can do this with advanced monitoring to **identify and analyze customer calls**.
- **Train your customer support team** to empathize with the customer's needs, and use relevant information to emphasize your product's features and communicate value for the customer.

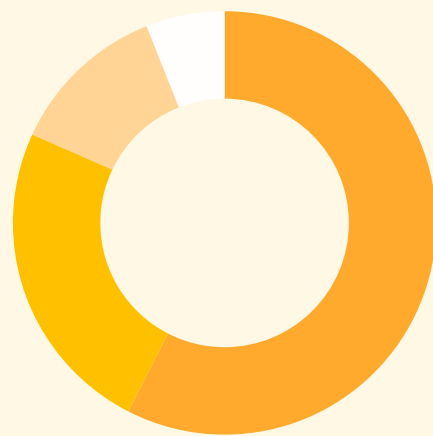
- **Analyze customer support ticket trends**, and constantly be on the lookout for recurring problems and appropriate solutions.
- **Establish a well-rounded customer success team** to ensure **customer satisfaction** and **encourage customer happiness**.
- **Leverage the information** you gathered about your customers, without getting fixated on short-term metrics. Instead, track metrics that improve the *overall* customer experience (e.g. free-to-paid trial conversions and decreased basic support requests).
- **Measure and evaluate your success.** Carry out **customer satisfaction surveys** and study them thoroughly to gain insight on how to improve your process using actual case studies.

There are many software systems, such as **Front**, that are designed to help businesses meet customer expectations by integrating all of these processes into a platform, effectively removing friction in communication between internal teams and external customers.

When you understand and fulfill customer expectations with your **customer service**, customers are more likely to trust and **engage with your company** over an extended period of time.

Not only will your customers be happy, but they'll contribute to increasing sales and revenues for your business overall.

## Impact of Personalized Customer Service



- Increase sales
- Increase customer numbers
- Little or no impact
- Raise labour costs

[See original source here.](#)

**Data Source:** Superoffice



# 3 System Designed for Optimum Customer Success

In the first two chapters, we covered the role of technology when it comes to humanizing customer acquisition, onboarding, and support. Now, we'll bring them together into the full customer success cycle and see how they work together to drive overall business success.



## The Role of Onboarding & Support Teams in Customer Success

Customer Success is all about the continued relationship with a customer. The goal is to make sure that they stay with your business for the long term and have great experiences across every touchpoint. Customer Success is therefore a core business metric which you can use to measure how good your customer experience and customer support are, and to identify areas for improvement.

What's the value of providing overall great customer experience? Studies show that **80% of future profits will come from 20% of existing customers**. On top of that, it generally **costs more to acquire new customers** than to retain existing customers, so keeping your customers happy and minimizing churn helps optimize the use of resources, also.

Humanizing the customer experience is essential for promoting overall Customer Success, because Customer Success means helping the customers reach *their* objectives. You can't do this without first understanding their needs as people, and creating systems for ensuring those needs are met at every stage in the customer journey.

Yet, according to CX experts, many businesses don't have this mentality.



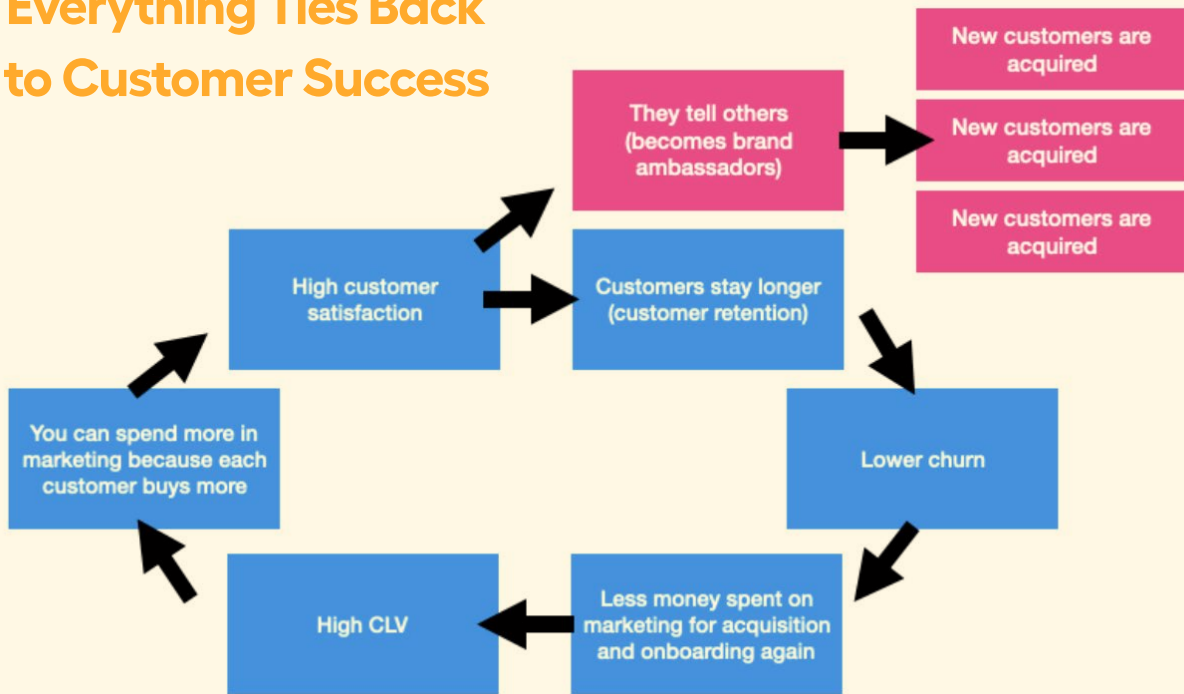
“Putting the customers and their needs at the heart of success—it’s amazing how many companies have failed to do that, and have put their business goals at the center,”

says **Clare Muscutt**,  
**CEO of Women in CX.**

But having a customer-centric approach is key for driving success at virtually every level of a business, including:

- Increasing retention rates and reducing churn
- Maximizing customer lifetime value
- Increasing average order values
- Improving CSAT ratings
- Attracting new leads with social proof and testimonials
- Optimizing marketing spend
- Reducing onboarding expenses

## Everything Ties Back to Customer Success



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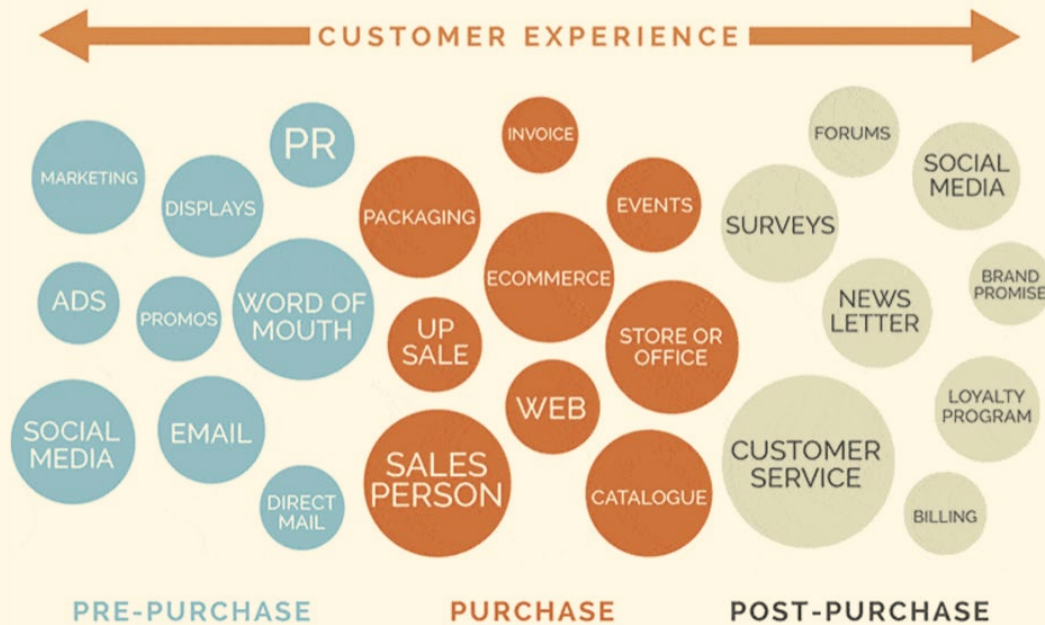
Data Source: SuperOffice

Your Customer Success team can therefore be considered an extension of the marketing and sales departments, but they are solely focused on the **quality of service** the customer receives. Having alignment between all three departments is essential to approach customer success holistically, as personalization and support are crucial at every step of the sales funnel—from pre-purchase to post-purchase, and beyond.

Given this responsibility, your Customer Success team needs to be responsive and empathetic in assisting customers, while also being professional when solving complex problems.

As we've seen, in order to respond to the individual needs of customers and relate to their concerns, support agents need to have actionable information about the person they're serving. There are numerous ways in which customers interact with your business, and every single one of them represents an opportunity to gather data which can help promote Customer Success—as long as you can effectively use technology to capture and cascade this information to all teams.

## Brand Touchpoints



[See original source here.](#)

**Data Source:** Neil Patel

In order to make communication more natural in this omni-channel environment, you need to be able to track and measure every single one of these touchpoints. Furthermore, your whole company needs to be aligned on what Customer Success looks like and how they can contribute to promoting better customer experiences within their individual roles.

How can you achieve this level of Customer Success monitoring?

## The Role of Technology in Improving Customer Success

There are two goals in improving your success team: to use technology to overcome internal limitations and to empower employees to deliver a great service.

Susana de Sousa of Loom explains how their team uses video to do both: “We lean heavily on our Loom videos to do the job here... **video helps us establish a more human relationship.**”

Even when we're far away from someone, it's just more human when we're talking to them through video."

They've also cut down recording time by having "evergreen videos" ready to be sent at any time. All agents have to do is add a short introduction clip at the beginning saying "Hi [Customer's Name]!" and it feels like you're sending a unique message to the recipient.

This is just one way you can use technology to create a more personal, human relationship with your customers at scale.

Matthew Meeks of Front also points out that internal team communications can equally benefit from technology integrations:



"The beauty of Front is you can actually take one conversation and just move it from team to team—all internally."

**Matthew Meeks,**  
Global Programs Head

When a deal closes, the Account Executive can leave their notes for the onboarding manager in the project thread, where they can immediately reach out to the customer with full knowledge of their history and back-

ground. The customer journey then becomes lightning-fast and seamless across the board.

This keeps internal teams running smoothly, while also eliminating the friction of asking customers to provide the same information again and again.

Most of all, tools like these promote overall Customer Success by allowing you to interact with customers on a more personal level, giving teams real-time insights into what users want and need at every stage of the customer journey.

## Humanizing Your Customer Success Strategy

A large part of Customer Success is helping customers to identify their needs before explaining the value that your product can offer. Over time, their needs may evolve, particularly if you're in B2B sales and deal with growing companies.

**Grow alongside customers,  
and continuously provide  
all the tools they need.**

"Our role as success managers and as onboarding managers is to see their needs very very early on," says Charlotte Passemar of

Aircall. “We help them throughout their journey to unlock new possibilities, so that they can keep staying with us, and still see the value as they grow as a business.”

How can you continuously tailor your value proposition to the changing needs of your customers and build a system that’s designed for long-term Customer Success?

Here are some questions you first need to answer:

- **Marketing** - What communication channels and advertising strategies are you running? Is the market receptive to them? Are they generating leads? **Misalignment between customer service and marketing harms your profits**, but with the right software, gathering and sharing this data is easy.
- **Warm leads** - At what point do people begin to engage with your company? What interest or problem triggers them to do so? You can personalize your sales funnel depending on the answer. For example, if you have an **interactive voice response (IVR) set up**, the smart directory will instantly guide the caller to the correct department on the very first try.
- **Conversions** - Are warm leads converting to sales? What causes or prevents conversions? How can you generate a higher conversion rate? Monitor the perfor-

mance of your agents with an **integrated analytics feature** to ensure that sales reps’ efforts aren’t wasted, and you can constantly improve sales performance based on actionable data.

- **Communication channels** - How do customers prefer to interact with your business? How is information gathered and shared across different platforms? Never miss a message—keep all conversations connected by **integrating your CRM and Helpdesk tools** with your cloud-based phone system.
- **Follow-up** - What are the customer touchpoints after a sale? Will your team send automated **surveys for customer satisfaction**? Will your team follow-up with the customers via phone call and email? Which of your efforts are effectively strengthening the customer relationship?

Use software that enables you to gauge how the customer feels about their experience at any point of their customer success cycle. If the software identifies negative feedback on a specific touchpoint, you’ve found yourself an area for improvement.

Remember: your customer’s success is *your* success. As long as you design your systems to consistently produce a great customer experience across all channels, you’ll be setting yourself up for long-term business success, as well.

# 4 Humanizing Overall Customer Service with Technology

Humanizing the customer experience is important, but it also needs to be done in a way that's scalable. If not, the whole point of personalization is in vain. You want to have a system that can handle increasingly more customers, while providing a consistently high level of service from acquisition through to customer support.

Scalability includes the ability to serve different users with different needs, all with the same quality of personalization, and without treating customers as mere ticket numbers. "Still making them feel that, even if they're your *smallest* customer, they are still the *most* valued," Matthew Meeks says, is the key to achieving this.

This is where technology comes in.

**Front**, for example, breaks their omnichannel communications down by channel to create scalable systems for each one. "Our approach is starting with 'What do we want

that ideal model to look like?' and then scaling it basically for every pocket of communication. First, what is that highest-touch ideal model, and then how can we deliver all of those milestones across every part of that journey—whether you're our biggest or our smallest customer."

Let's look at some of the automations and tools your business can use to stay close with customers, understand their needs at different stages in the customer lifecycle, so you can personalize your approach accordingly, even when you're managing thousands or tens of thousands of clients.



## Cloud-Based Call Center Software

A cloud-based call center software can be used to connect all your tools and implement scalable systems for tracking and responding to customers' needs.

For example, Aircall's system is designed specifically for businesses to have better and smarter conversations with their customers, humanizing the customer experience at a large scale.

Marketing, Sales, and Support teams can do this using different features (**see table**).

By centralizing all customer information in a single platform, cloud-based calling software helps with your team efficiency and accuracy in processing customer requests, maintain strong customer relationships, and allows you to share crucial data with Product Development and Marketing teams to help tailor offerings to better address customer needs.

<p><b>CRM Integrations</b> Aircall integrations with your CRM and Helpdesk tools to keep all conversations connected.</p>	<p><b>Call Routing</b> Direct calls to the correct teammates every time by customizing distribution and ring rules.</p>	<p><b>Interactive Voice Response (IVR)</b> Set up a smart IVR directory that automatically guides callers to the correct team on their first try.</p>
<p><b>Business Hours</b> Set customized schedules to confirm exactly when each of your numbers are available to receive calls.</p>	<p><b>Warm Transfer</b> Give your teammates the option to quickly speak to one another before transferring a live call.</p>	<p><b>Call Center Analytics</b> Keep track of all your call center metrics—such as wait time, missed call rate, and call volume—in one place.</p>
<p><b>Tags</b> Tag calls to give your team all the context it needs for smart decisions and smooth follow-ups.</p>	<p><b>Live Feed</b> Gain a real-time perspective of team activity so you can shift resources and optimize productivity</p>	<p><b>Insight Cards</b> See more context behind every inbound call by pulling related data from other apps into view.</p>



## Using Other Technologies



**Loom** is asynchronous video messaging for work.

Combining the expressiveness of video with the convenience of messaging, it's a new, more efficient and effective way of communicating with co-workers and customers. Over 10,000,000 people use Loom to showcase their work **across different teams**. Here's how you can use Loom videos in your customer support systems to promote better interactions with your customers:

- Speed up response times by the customer or receiver.
- Minimize the chance of miscommunication or misunderstandings.
- Create a unique, personal approach to communicating with customers.
- Engage with customers using a medium they enjoy.

According **to the Loom team**, "Our customers are not only video-literate but video lovers—and we truly believe this can and should be the case for Customer Support teams everywhere."



**Front** empowers you to manage emails, support tickets, and live chats in one collaborative inbox. Whereas a typical ticketing system tends to treat customers as numbers, Front prioritizes creating a personal experience for each customer, even at scale. The benefits of using Front to humanize your customer experience include:

- Quickly and accurately resolve issues with a human touch—not tickets.
- Easily collaborate across cross-functional teams directly in the support request platform.
- Seamlessly solve customer issues by consolidating programs into one window.
- Gather all relevant data into a single source for teams to collaborate easily.

According to Jarratt Isted, Co-founder of HelpDocs, "Using Front has allowed us to **consistently keep fantastic support** in an ever-changing company, across channels, and across time zones."

## Merging Customer Service with Customer Success

Finally, let's take a brief look at one trend which we've seen emerging in CX recently: the merger of Customer Service and Customer Success departments within organizations.

For example, both Front and Loom are currently in the process of bringing Support right alongside their Customer Success and Onboarding teams. They see this as an important step in their strategy to bring excellent support at scale, with all customer operations and customer-facing teams reporting to the same person.

By letting only one person handle both Customer Service and Customer Success teams, you can create a seamless customer journey, from presales through to post-sales. This allows for an holistic approach to creating a better customer experience, and can increase the stability and efficiency of your organizational structure as a whole.

# Conclusion

**The overall goal in using technology to humanize the customer experience is to have an omni-channel focus on nurturing long-term customer relationships.**

You can do this by effectively aligning your onboarding, support, and success teams with the right tools and methodologies:

- Ensure a smooth customer acquisition and onboarding process by tailoring your approach to customer's behaviors and needs.
- Meet customer's expectations with a customer support system that allows your team to treat customers like humans, and address their exact pain points.
- Build a system designed for optimum customer success, using information from every customer touchpoint to feed back to other teams and improve internal processes.
- Humanize the overall customer service with softwares designed for personalization—such as cloud-based phone systems, video messaging, and CRM platforms. This enables you to scale without losing the human touch.

Once you truly understand the value of humanizing the customer experience, you will be able to better connect with your audience. This starts with the right technology to help you reach that all-important goal.





# Ready to humanize your customer experience with us?



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