Updating Your Customer Service Channels in 2020

Because Your Call Center is No Longer Cutting it

Why Your Call Center is No Longer Cutting it

There's no denying it, customers don't like to wait for customer support. And with today's wide range of communication channels, they shouldn't have to.
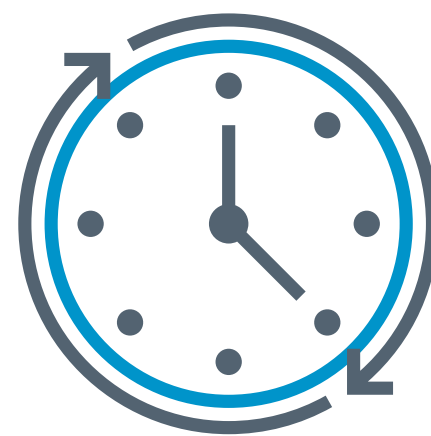
Find out how updating your communication channels can help expedite customer support requests.

While call centers are still extremely important, they shouldn't be your primary contact channel.
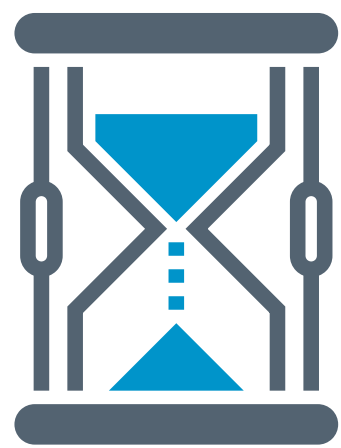
75%
of customers believe it takes too long to reach a live agent.
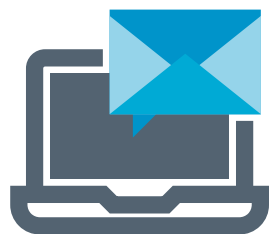
67%
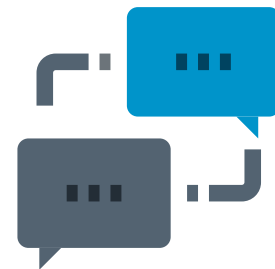of customers are only willing to wait two minutes before hanging up.

Introducing Email, Text, and Voice

Email, text, and voice are among the top channels customers use to communicate with their utilities.

58%
of utility customers communicate via email.

38%
of utility customers communicate via text.

3%
of utility customers communicate via voice (e.g. Amazon Alexa).

While the voice channel might seem low at 3%, smart speakers are on the rise.

40%
growth in smart speaker ownership in the U.S. since 2018.
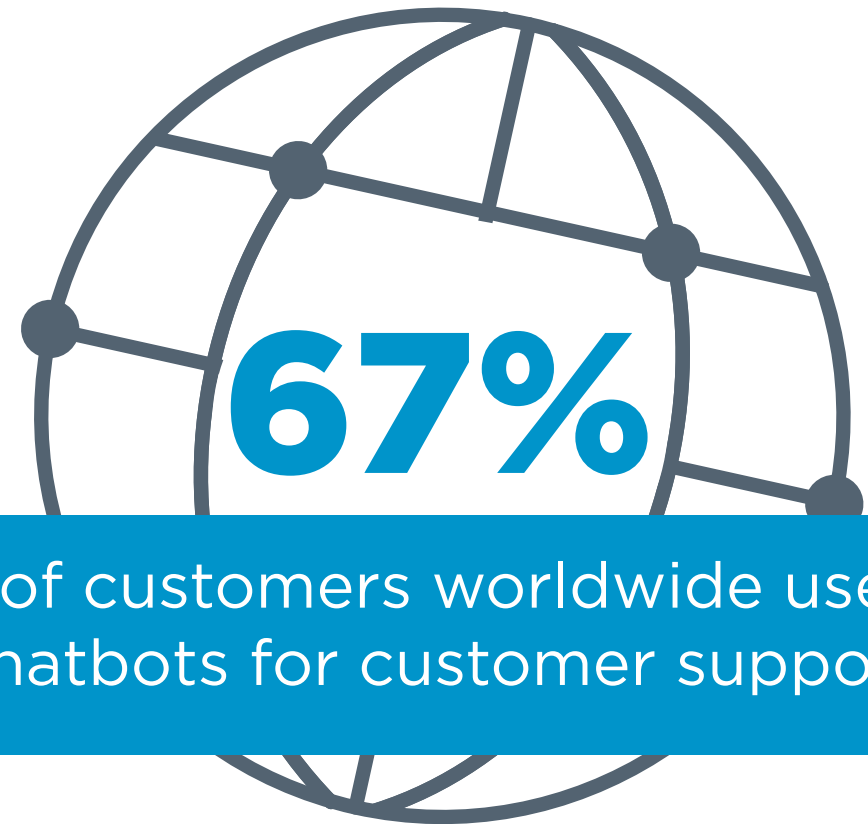
26%
of U.S. adults own a smart speaker.
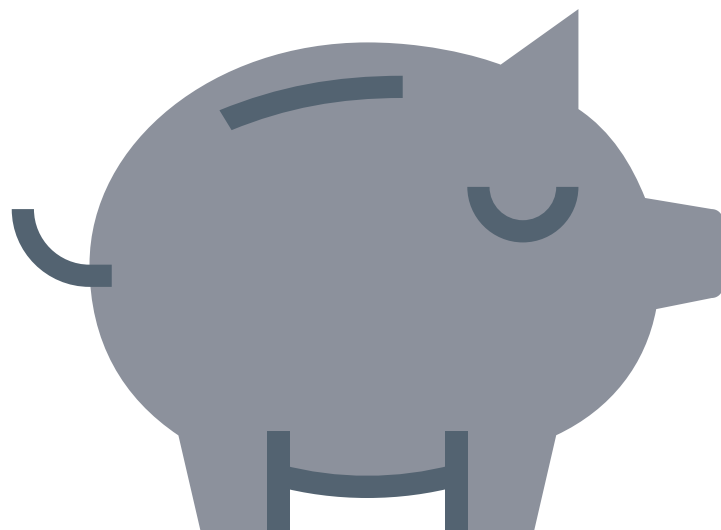
Chatbots are the New Standard

Let's not forget about chatbots, which will be the new customer communication norm in 2020.

80%
of businesses are expected to have some sort of chatbot automation in 2020.

67%
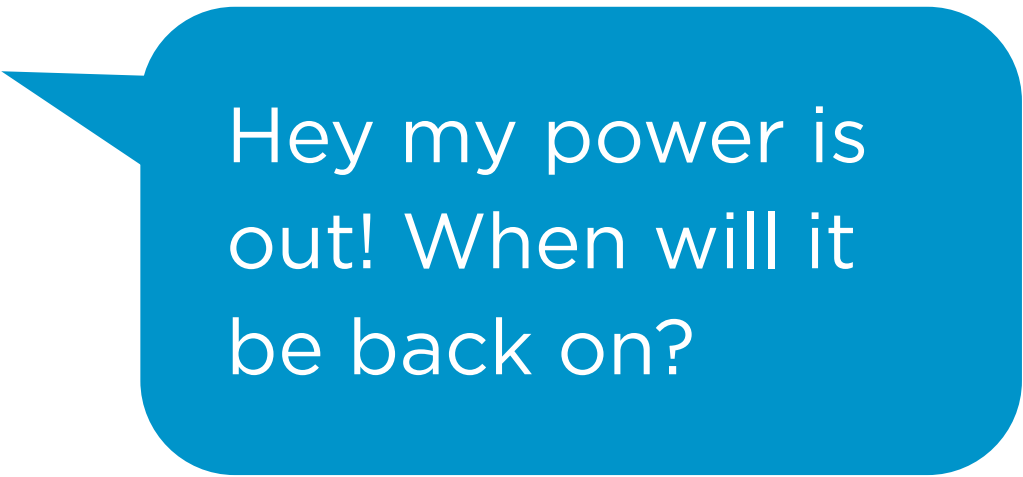of customers worldwide use chatbots for customer support.

Chatbots reduce costs by **30%**

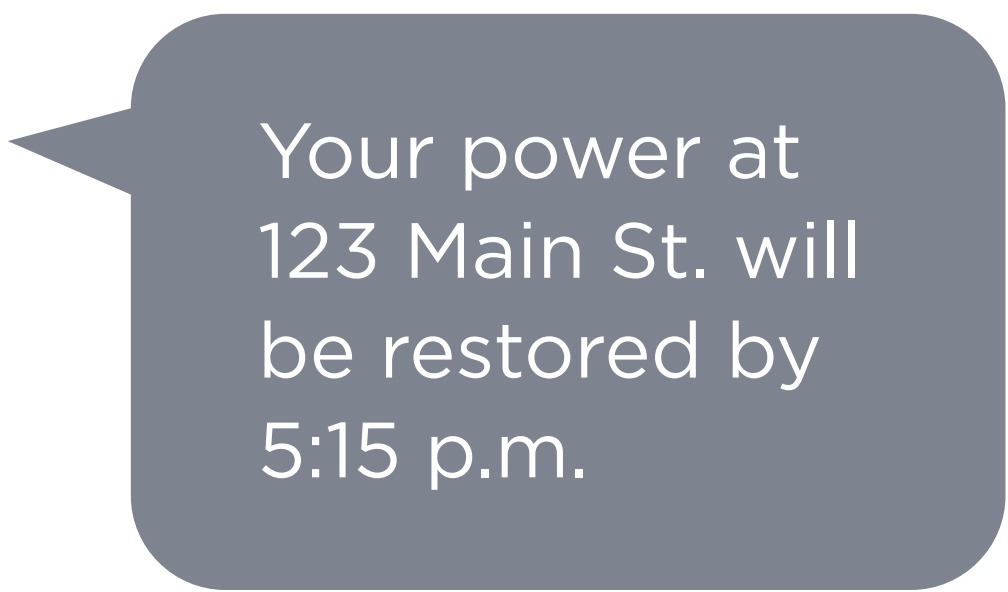**BY...** speeding up response time and answering up to

80% of routine questions.

How Customers are Using These Channels

- Register an account
- Request account balance
- Enroll in e-billing
- Show payment history
- Show usage details
- Report a power outage
- Check power outage status

Hey my power is out! When will it be back on?

Your power at 123 Main St. will be restored by 5:15 p.m.

Multi-Channel Customer Support has its Benefits

When powered by artificial intelligence and an alert and preference management platform, these channels can provide:

- Immediate responses to customer requests.
- Flexible options for customers.
- Automated, two-way, intelligent conversations.
- Increased customer satisfaction.

Don't Make Your Customers Wait to Get Help

Update your communication channels so customers can receive what they want, when they want it, and in their channel of choice.

KUBRA

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