



GUIDE

# Rethinking the call center for consumer services



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Whether you specialize in HVAC or pest control, landscaping or auto repairs, answering the phone isn't your main line of business.

Smart consumer services companies are rethinking how they answer the phone to deliver the best customer service with minimal operational effort and maximal revenue opportunities.

# Customers prefer to phone

Your customers like to call. Up to 90% of new business comes through the phone, even with that new online booking tool you've added to your website.

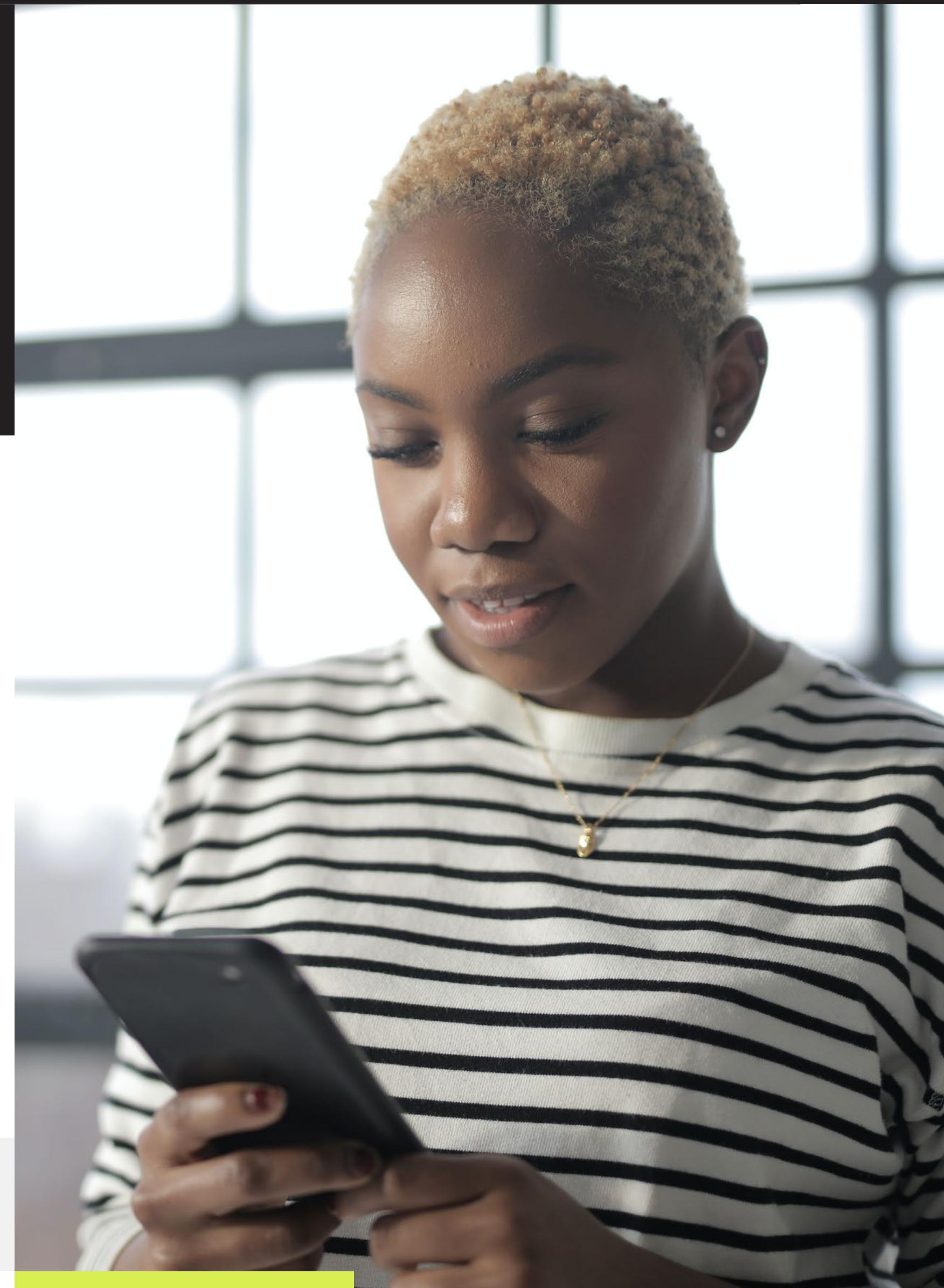
Consumers are used to picking up the phone to request services. While some are happy to fire off requests for quotes online, most still want the validation of speaking to someone immediately. In urgent cases, the phone is the only means of communication that guarantees a fast response.

# 90%

Up to 90% of new business comes through the phone



Smart consumer services companies let customers phone up whenever they like.





# Missed calls = missed revenue

You strive to offer exceptional services that customers will keep coming back for, but customers aren't always as loyal as you'd like them to be.

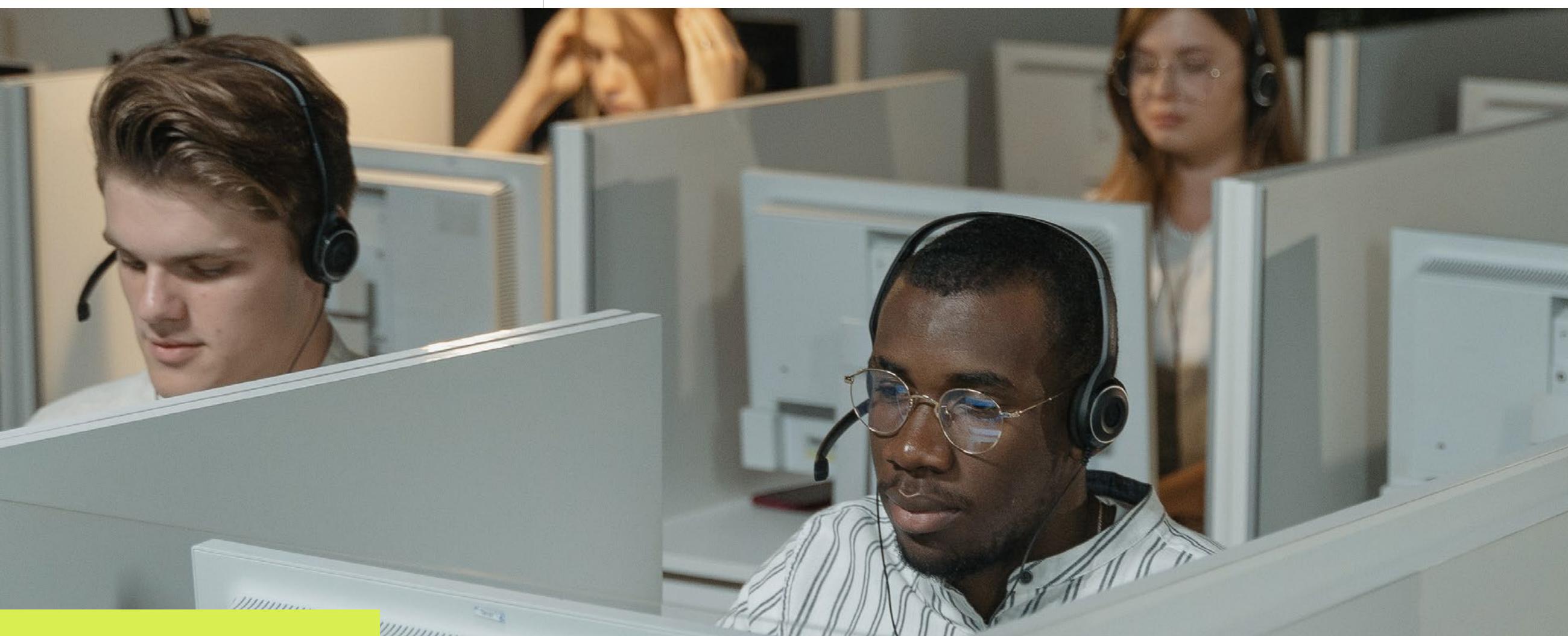
Customers typically search for services online, calling the first option Yelp provides. Research shows that 66% of callers won't wait on hold for more than 2 minutes. So if you're not answering every call immediately, prospective customers will hang up and call the next number on the list.

**66%**

of callers won't wait on hold for more than 2 minutes.



Smart consumer services companies answer every call immediately.



## Agent attrition is high

Aside from a few loyal staff, contact center agents tend to stick in the role for anywhere between 2 weeks to 6 months.

Many consumer services companies will offer a pay-for-performance model where CSRs can earn more money by booking more callouts. With this model, companies can generate enough revenue to hire more CSRs, and even cover the cost of attrition. But all of this hiring and management comes with considerable operational complications.

## CSRs can be too helpful

Your best CSRs love to help customers. It's why they stick in the job. But being too helpful might mean missing out on revenue opportunities.

If your CSR solves the caller's problem over the phone, they won't book a call-out.

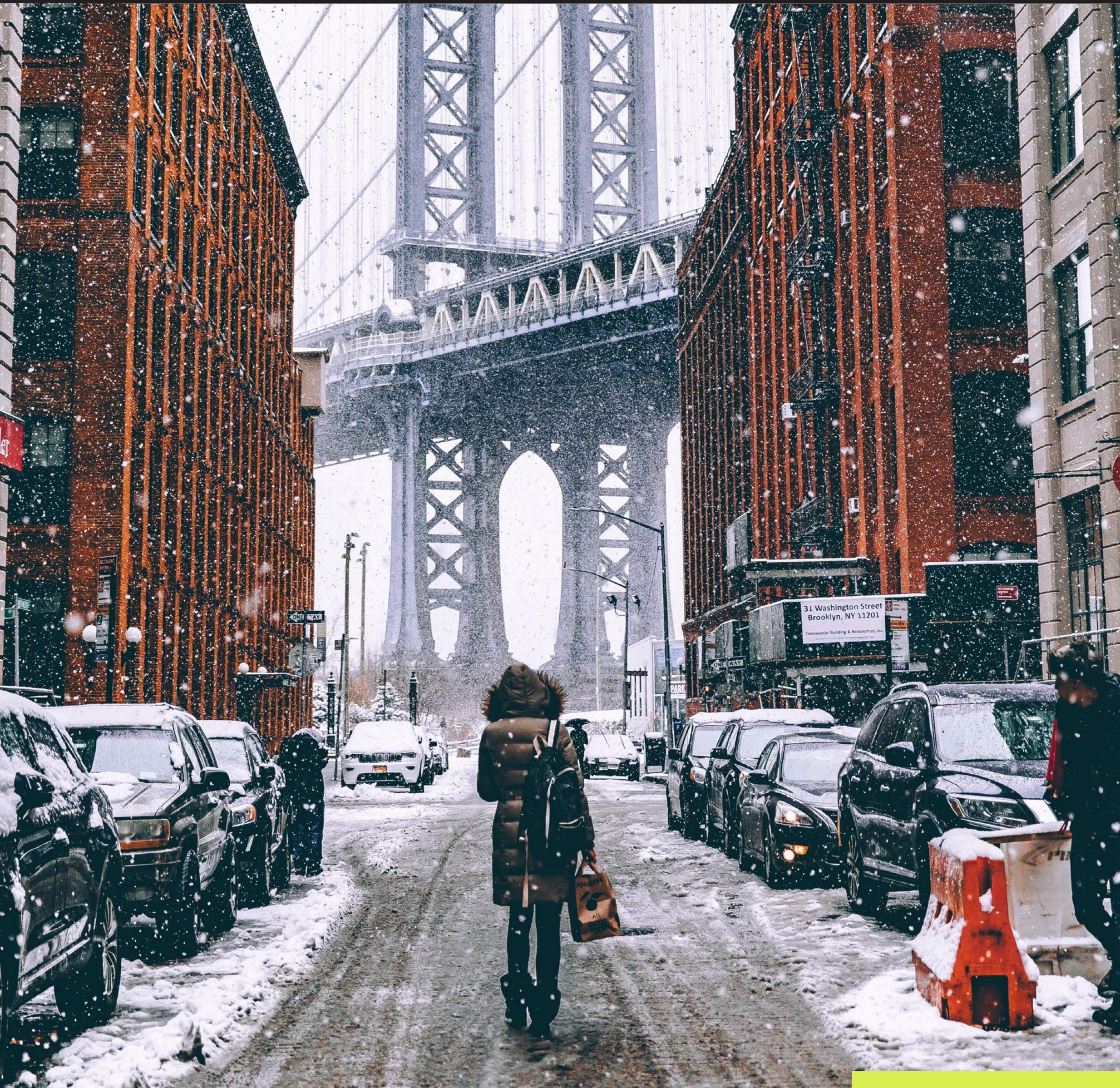
This also has an impact on call handle times, with CSRs spending twice as long on each call as they should. Because they're spending more time on each call, more prospective customers are being put on hold, before abandoning the call and phoning up your competitors instead.



Smart consumer services provide consistent service to every customer.



Smart consumer services companies keep calls concise.



## Call volume is seasonal and unpredictable

Consumer services companies often get a lot more calls when the weather changes. You can plan ahead by hiring temporary CSRs in March and October, but hiring and training take months and the weather is unpredictable.



Smart consumer services companies scale service up and down to meet demand.

# Introducing customer-led voice assistants for consumer services

Customer-led voice assistants answer every phone call with the care and efficacy of your best CSR. They can book jobs, enroll new customers, take payments, and make outbound dispatch calls just like your people do.

**A customer-led voice assistant can:**



Answer every call, immediately, 24/7 to schedule, confirm and cancel callouts from new and existing customers.



Scale up and down to meet seasonal peaks in call volume without the need to hire extra CSRs.



Give you real-time insights into why customers are calling so you can uncover opportunities to better meet your customers' needs.



To learn more about creating a customer-led voice assistant for your company, visit [poly.ai](https://poly.ai).



# PolyAI is the inventor of customer-led voice assistants.

To find out more about how PolyAI can help you put your customers in the driver's seat, improve loyalty and reduce cost-to-serve, [schedule a demo with our team.](#)

