

## Five Lies Customer Experience Experts Tell



I think everyone who works in and around corporate America should watch at least an episode of House of Cards - it's a show about the underbelly of consulting. Every time I see it I go through some self-loathing as a guy who has been in and out of consulting for the last 20 years. Let's get into it.

### #1: You must be great at Social Customer Service or die



Thought leaders tell you how critical it is your brand has a strong presence on social media for service and they encourage you to over invest in this channel. Their pitch makes sense on the surface if you don't think about it. It is some variation of - "Social media is a public channel, and if people complain publicly, it will go viral and the whole world will know how shitty you are at service and you will be out of business." Except they never cite one example - remember how United

Airlines broke a guitar and is now out of business. How about the millions of tweets hating Comcast, are they out of business yet? What hurts your brand is not twitter - tweets get forgotten, all you must do is monitor and fix the underlying problems and not direct resources you don't have out of irrational fear

## **#2: Be everywhere your customers are**

The people who have been pushing OmniChannel - have been pushing it to sell you something, Omnichannel was always a solution looking for a problem, do you know anyone who tells you what they want are more communication channels? Exactly. There are over 30 social media platforms today and of course "experts" who want to sell you technology say you need to be "where your customers are" so you can keep buying more stuff from there. You should get the basics right - have easy to find solutions on your site/app, then 2 live channels you are great at. That's it. Get that right then you can get fancy.



### #3: Customer Loyalty can be built by Customer Service



Customer service is a game of defense - you can think of the customer service department as the free safety in an American football game or the Goalie in 'Futball'. It doesn't matter how great the service is if the product sucks customers will flee. So, when people like me tell you to invest in customer service the question to ask yourself is

"what bad things will this investment prevent or cure". If that pain is greater than the investment, then by all means go ahead.

### #4: Customers Will Pay More to Fund Your Next Customer Service Adventure

What if Walmart created a high-end luxury experience tomorrow and to pay for it, they raised prices. What do you think will happen? Their existing customers (including the ones who complain about service) will run for the doors. This is because Customer Service is always in context of the brand promise and perception. Walmart will be better off investing in supply chain, or efficiency initiatives to further lower prices because on the reasons to go to Walmart - high end service isn't on the list. Customer service is about defense.



## #5: Artificial Intelligence is here to save Customer Service



Brought to you by the same people who brought you OmniChannel or die, Social Service or Die. No, AI isn't here to save or kill us, it is another weapon available to you - it can be used to make things better or much worse.

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