

IAC2301

INTRODUCTION TO AIRLINE CUSTOMER SERVICE

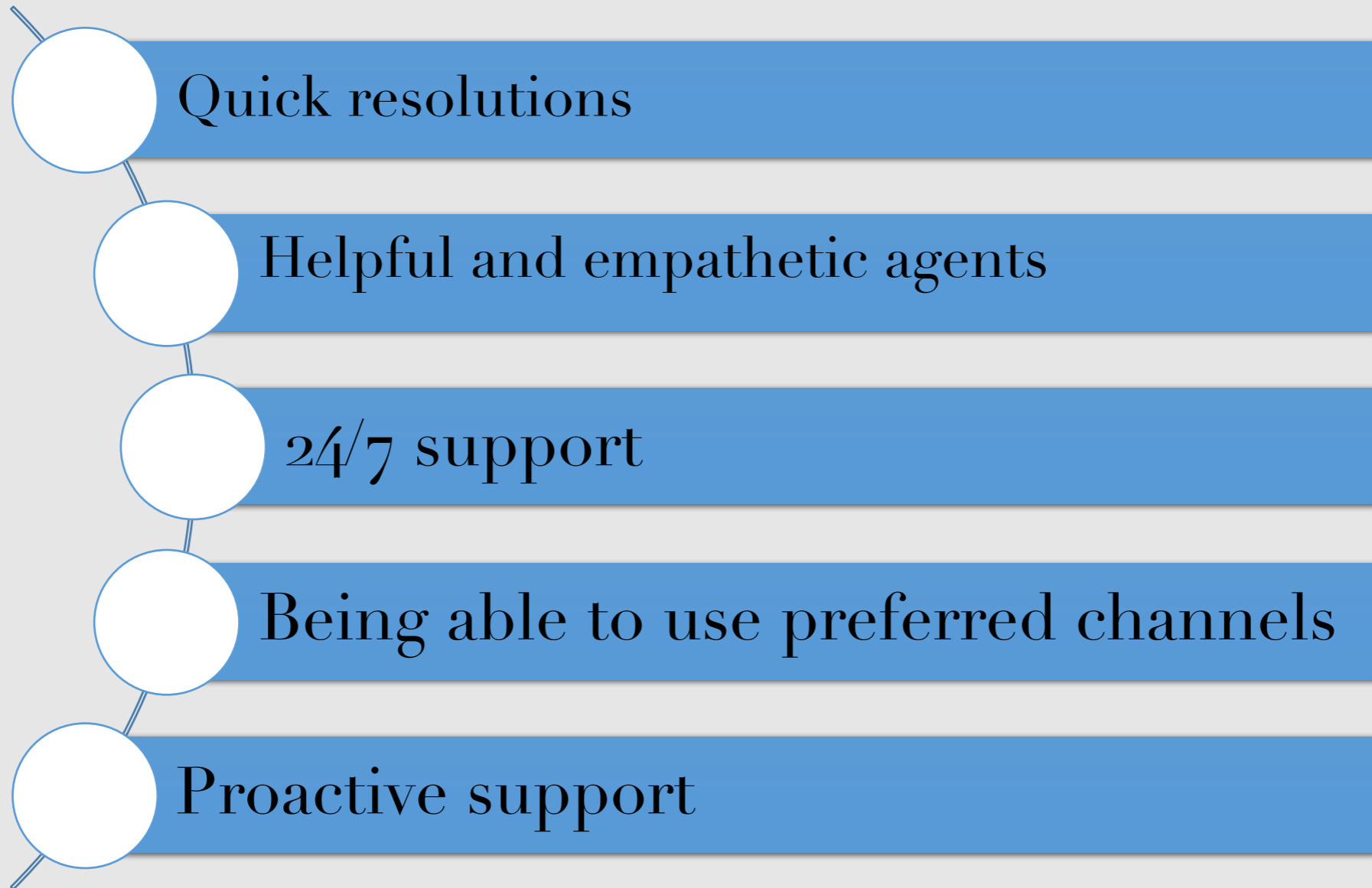


Unit 10 New Trend in Customer Service

Chapter Outline

- To understand customer care
- How customer service change?
- To understand the new trends in customer service

Customers care most about:



Customers still value speed, but increasingly want empathy and access to preferred channels



How is customer service changing?

- Customers want speed and convenience, but they're also seeking empathy and commitment to the core issues that they care about. They want personalized service, but prefer to do business with companies that are upfront and transparent about their policies.
- It's a high bar, at a particularly challenging time. And it could mean the difference between loyal and lost customers. Companies that invest in solutions to help them work smarter and adapt quickly to evolving customer preferences will be better prepared to handle any uncertainty that lies ahead.

More than 50% of customers purchase more from companies that they believe provide outstanding customer service.

You must keep innovating and improving to keep consumers happy and stay on top of the latest customer service trends.



Customer service trends

1. Crisis Management Customer Service

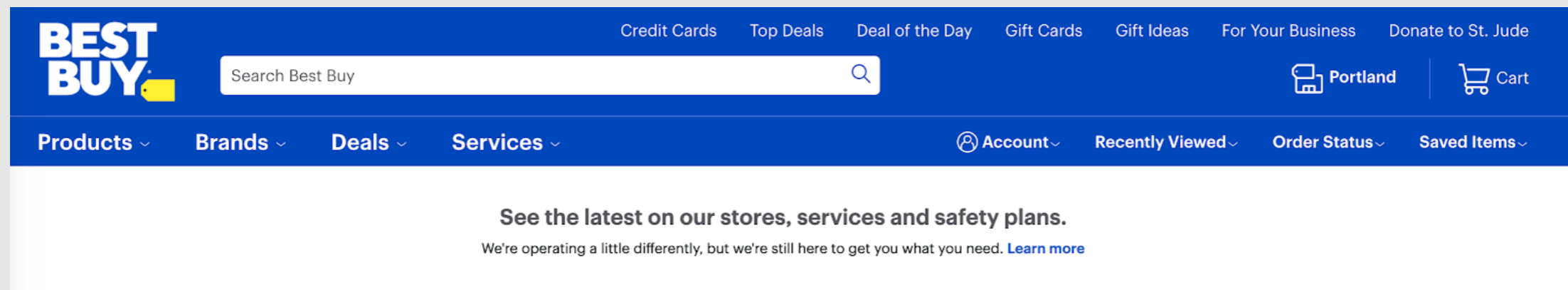
The COVID-19 pandemic has called for increased focus on [crisis management](#) to quickly adapt to wide-spread issues.

This type of customer service involves taking proactive action and procedures that detail actions when problems arise.

The most critical component of crisis management customer service is understanding that customers want transparency.

They want you to keep them updated, they want to know how your business plans to respond to the crisis and how your decisions will impact them.

Best Buy, an electronics retailer, has pivoted to crisis management customer service in response to COVID-19. They've created a banner for their website (pictured below) that directs customers to a landing page that details their response to the crisis.



2. Chatbots & Artificial Intelligence

Many businesses are opting to use AI-driven chatbots in their customer service strategy.

Chatbots can improve self-service for customers, and reduce expenses for vendors, by providing a new, repeatable, and inexpensive method of communications.

AI tools employ algorithms to recognize and respond to customer questions. They can also perform simple service tasks like offering price estimates or directing customers to [knowledge base resources](#).

Here's an example from Vergic, a customer experience company, utilizing an AI Chatbot to guide a customer through the process of creating an account.



- Here's an example from Vergic, a customer experience company, utilizing an AI Chatbot to guide a customer through the process of creating an account.

The screenshot shows a chat window titled "Chat" with a user profile picture of a woman. The conversation starts with a blue message from "Sophia" asking the user to follow a workflow to create an account. A pink message from the "Bot" follows, stating the user has been transferred to the "Create account" workflow and asking for their email. The user replies with "thomas@jaster.com". The bot then asks for the user's name, and the user replies "Thomas". The bot informs the user they will be navigated to the create account page and highlights the password field. The user is then instructed to click a highlighted button to create the account. The bot confirms the account creation and asks if the user wants to be transferred back to a live agent. The user selects "Yes". The bot then transfers the user to a live agent, and the chat ends with a blue message from "Sophia" welcoming the user back to their order.

Sophia: Can you please follow this workflow to create an account? Answer 'Yes' when finished to get back to me to complete your order

I'm transferring you to a Bot assistant

Bot: Hi there! You have been transferred to the "Create account"- workflow. Please answer the following questions:
Bot: What is your email?

You: thomas@jaster.com

Bot: What is your name?

You: Thomas

Bot: Hi Thomas, I will now navigate you to our create account page and highlight where you need to fill in a password

You are being navigated to 'Create account'-page

Bot: Great Thomas! Now click the button I have highlighted to create the account.

Bot: Success! Thomas. I can see you have created your account.
Bot: Do you want to be transferred back to the customer service agent?

Yes

No

I'm transferring you to a live agent

Sophia: Welcome back, now let's have a look at your order then...

Type your message here

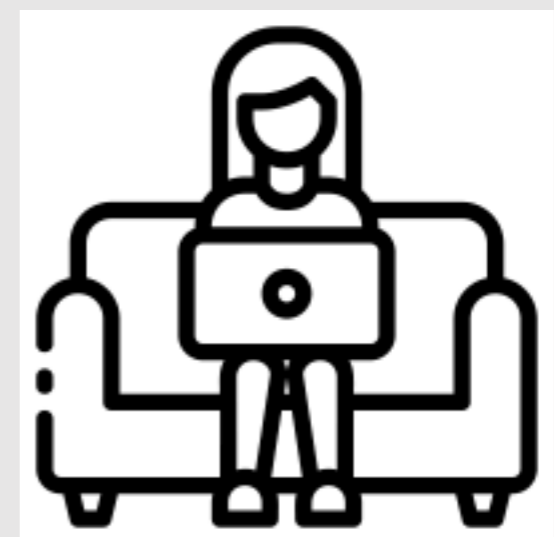
3. Remote & Freelance Customer Service Agents

Representatives can work remotely from their current location as they have internet access.

In turn, having remote representatives from various locations can ensure that there is someone available across various time zones to answer customer questions.

Most service channels can already be used outside offices and call centers. Email, live chat, and social media.

As businesses see the potential savings of reducing office space, it'll become much more common for service reps to work remotely.



4. Higher Focus on Customer Success

Traditional customer service is about responding to customers and answering their questions.

Customer success are combining the traditional aspects of customer service with an added emphasis on customer success.

A customer success works with customers **to ensure they're receiving the tools and support needed to achieve their goals.** This includes advising them on buying decisions and onboarding new users after purchase.



 CUSTOMER SUCCESS	 CUSTOMER SERVICE
Proactive	Reactive
Customer Goal Achievement	Issue/Contact Resolution
Driving Customer Value from Product	Driving Customer Satisfaction
Long-term Perspective	Short-term Perspective
Revenue Generating	Cost Center
Cross-team Effort Between Sales, Support, Service and Product	Owned by a Single Function

5. Customer Self-Service

Bots and AI offer new frontiers of self-service. But customers and users are expect more self-service avenues than ever before.

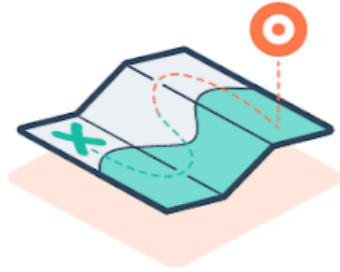
There are multiple types of self-service tools that businesses are providing to their customers.

Self-service customer support saves time for businesses. Since customers want the opportunity to solve problems on their own, customer service representatives spend less time troubleshooting.



Browse topics

Account & Setup



CRM



Marketing Tools



Website



Sales Tools



Service Tools



6. Social Media Customer Service

As global social media use continues to rise, consumers will expect to be able to ask questions and troubleshoot with your business via your social media accounts.

Social media has empowered consumers with the ability to instantly criticize brands on a public forum. One bad customer experience can be recorded to video, then uploaded to the internet for millions to see.

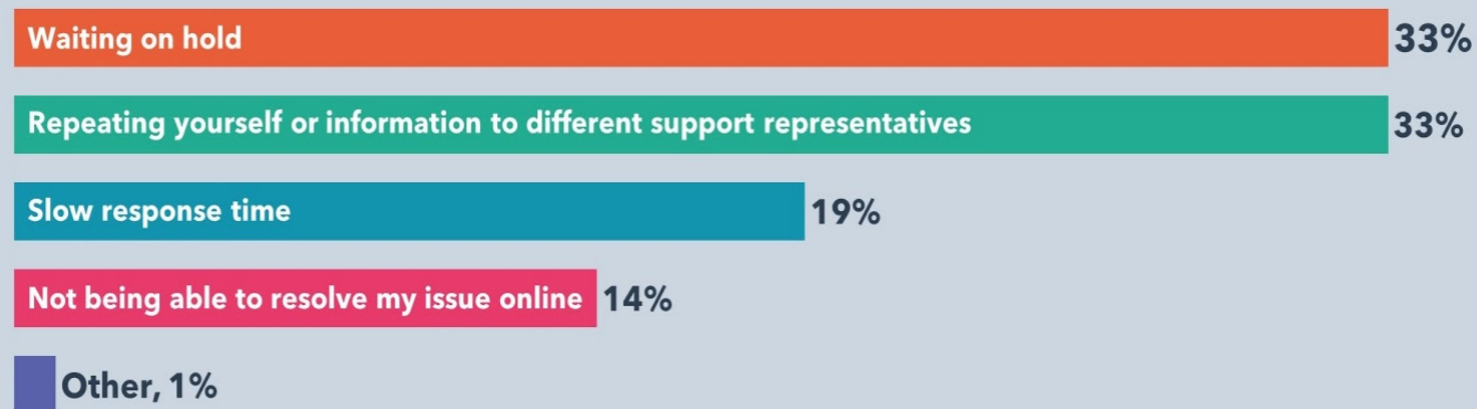
You can offer service via social networks in a variety of ways, including:

- Responding to complaints and solving issues publicly on a Tweet or post..
- Answering customer queries and sharing links to useful resources.
- Explaining issues on your social accounts. This is particularly helpful if a new product has confusing elements or faces a setback.

7. Real-Time Customer Support

Customers want quick responses to their customer service queries. 33% of customer getting service help are frustrated by waiting on hold, and 19% are frustrated by slow response times.

What's the most frustrating aspect of getting customer service help?



Base: 1,000 consumers in the US, UK, Australia, and Singapore
Source: HubSpot Research Consumer Customer Support Survey, Q2 2018

HubSpot Research

8. Personalized Customer Service

Collecting and processing data is crucial for customer service personalization, it can provides many opportunities for tailored, individualized customer service.

Customer Relationship Management (CRM) tools can help businesses track this kind of activity.

For example, HubSpot's [Lead Management Software](#) gives detailed lists of customer activity, contact records, and communication history. You'll get a summary of each customer's journey and be able to provide personalized service.



Charlotte Arrowood triggered the event **Thank You Page**.

7/23/2016 at 9:11 PM EDT



Charlotte Arrowood clicked the **CTA** on **How to Create Custom Tabs for Your Facebook Business Page**.

7/22/2016 at 5:33 PM EDT



Charlotte Arrowood was sent **Here's Your Copy: The Step-By-Step Guide to Big Data Analysis**.

7/19/2016 at 3:13 PM EDT



SENT



DELIVERED



OPENED



CLICKED

Opens: 1

[Details](#)



Charlotte Arrowood was enrolled in the workflow **NAM (en) | MOFU | LN | Eventbrite Campaign | Active in WF**.

7/10/2016 at 5:16 PM EDT

9. Video & Streaming

Video is a highly effective means of communication.

It's an engaging channel that helps brands convey complex information quickly.

Video and live streaming have been used mostly for marketing, but businesses are beginning to leverage its power for customer service tools: “How To” videos are a common example of this.

- There are various ways to offer video as an alternative (or supplement) to phone or email support:
- Q&A live streams to answer customer queries.
- Webinars or video courses to explain product features and applications.
- Embedded videos in emails that show customers how to troubleshoot an issue they're experiencing.
-

10. Omnichannel Support Systems

Consumers often use different devices and channels when interacting with companies. That has led to an increase in [omnichannel support](#) systems, where service reps are ready and able to answer questions and troubleshoot issues regardless of where the communication occurs.

Omnichannel support requires companies to take a customer-centric view, as the most important factor is delivering a consistent customer experience.

The key to developing an effective support system is having an efficient communication setup. Many businesses turn to unified [communications solutions](#) to support omnichannel customer service.

MULTICHANNEL

OMNICHANNEL



All channels are available to the consumer but are not integrated.

All channels are available to the consumer and are connected.

Airline Industry Trends 2021

1- Increase Flexibility

Flexible changing and cancellation policies.

Airlines waived change fees early in the pandemic. **Travelers can feel confident booking travel and know that they won't be penalized if their plans change.** Many airlines have eliminated change fees and are offering [cash refunds](#) if travelers need to cancel last minute.

2- Contactless Technology

Another top 3 airline trend in 2021 is to make the entire customer experience from check-in to shopping to inflight entertainment a touchless one.

This end-to-end contactless experience incorporates the customer's smartphone for check-in, payment options, and choosing inflight entertainment. It can also check for COVID symptoms.

- For example, Etihad is the first airport to trial a [contactless](#) screening for COVID-19 symptoms.
- It monitors passengers' heart rate, temperature, and respiratory health for signs of illness.
- It also uses voice recognition so that people don't have to touch screens.
-

3- Keep Travelers Informed

From travel restrictions to flight cancellations, airlines need to keep their customers informed and this has become not only an airline trend covid in 2021 but a 'must'.

Steve Hasker , Chief Executive at [Thomson Reuters](#), said people are relying more on "24-7, digital always-on, sort of **real-time always available information**, served through software and powered by AI and ML [machine learning]."

Stay current about travel requirements is crucial for travelers. This is why most airlines have included this information into their websites in a very visible area, as a homepage banner, where users can access it more easily.

- For instance, Delta uses this [travel restrictions map powered by Smartvel](#) with detailed and up-to-the-minute information on travel restrictions by U.S state and international destinations. The same happens with **Iberia** or **United Airlines**.

- **4- Health Passport**

- The vaccine roll-out varies wildly across the world, which affects the travel demand.
- While the airline industry has no control over vaccine distribution, many countries require proof of vaccination for entry. To simplify this process, the IATA encourages airlines to include a **health “passport app”** within their consumer-facing apps. Designed to show proof of vaccination, one such “health passport “ debuts on 20 airlines in March.

5- Digital Pre-order

- The contactless airline trend also affects shopping and meal ordering.
- The retail company Hudson debuts [Amazon's Just Walk Out technology](#) in North American airports in Dallas. Shoppers can browse the magazines and snacks, make their choices and “just walk out” using their credit card to pay.
- On the other hand, Passengers at **Amsterdam's Schiphol airport** can [order meals](#) using a QR code, pay online, and schedule a pick-up time.
- Contactless technologies help airlines streamline routine tasks, which provides better customer service.



- **The airline industry trends in 2021 are geared towards improving the user experience and making travelers feel confident.**
- Airlines have multiple touchpoints with their customers. At every touchpoint where they can offer convenience and maybe even delight, it is a way to inspire future loyalty.
- In addition to the trends, airlines should always be looking into improving their customer experience, offering for instance value added services like for instance, providing with up-to-date information about **things to do at the destination.**
- The biggest airline trends in covid era point towards **providing comfort and confidence for their passengers.** Cleanliness, flexibility, and up-to-date information are more critical than ever.
- Customers will be able to download a free travel restrictions infographic on the airline website.

- Reference

- <https://blog.hubspot.com/service/enterprise-customer-service-trends>

- <https://blog.hubspot.com/service/customer-service-technology>

- <https://www.futuretravelexperience.com/2021/01/13-trends-that-will-drive-the-air-transport-industry-recovery-in-2021/>

- <https://blog.smartvel.com/blog/airline-industry-trends-2021>

