

# How to sell the value of customer service & experience internally

7 tactics for customer service and customer experience leaders

**As customer service and experience leaders, you inherently value the customer.**

**However, it's not always clear to others how important their actions are to the customer and their continued loyalty.**

**In this PDF, we outline 7 tactics you can use to make others realise that the customer is *\*actually\** everything.**

**Use the tip sheet to build a customer-centric culture, win investment for customer service improvement projects and to ensure customer service insights underpin positive change at your company.**

**—SentiSum**

# Tipsheet



1

**Make CX easy to understand.** Look at all the lingo we use: NPS, CSAT, QA. We must simplify the value of customer experience. For example, try involving your colleagues more: make customer service part of everyone's onboarding process and schedule monthly sessions where different teams answer contacts.



2

**Know your audience.** Especially when you're vying for budget, it's critical that you talk the same language as the rest of the business: money. Try linking your customer experience metrics to their impact on business growth. In general, to get heard you must talk in a way that best reveals value to your audience.



3

**Build quantitative evidence.** Modern businesses are data-driven. If you want to bring focus onto the customer, try quantifying the impact others in the business have on them. Use ticket tag insights to show examples like, "200 more people today had this issue compared to yesterday."



4

**Do not forget qualitative evidence.** Numbers are a necessity to make change happen, but you must also drive empathy for the customer with qualitative data. Use real customer feedback and examples from support tickets to add context to numbers.



5

**Make your insights relevant.** Customer insights help to bring the customer into focus. But you can't just throw insight into the air and hope it's caught. Find out what's important to other departments right now and share customer insight that's targeted to their current projects.



6

**Talk about brand promise.** Does your company promise one thing in its mission, vision and values, but deliver a totally different experience for customers? Customer experience becomes a no-brainer for companies that really believe in their brand promise. Try framing your argument that way.



7

**Get the right people on board early.** People will back your project ideas if they feel they were instrumental in its inception. Win buy-in for customer-centric projects by inviting executives to take part in scoping and identifying opportunities for improvements in the planning stages.



Customer insights that drive growth