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4 Trends Molding the Future of Customer Service



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Technology adoption and consumer behavior shifts have changed customer service forever. The simultaneous rise of mobile computing, social media, and changing demographics have aided a disruption that's far from over. But as inevitable as change is, most companies are still using a 1995 playbook to solve modern customer service issues.

The issue with that 1995 playbooks is in its results. Eighty percent of businesses think they deliver superior customer service. Only 8% of customers think businesses deliver superior customer service.

It's time for this to change. Here are four customer service trends that must impact how you interact with your customers from this point forward.

Proactive Customer Experience

While responding to customers online is less expensive than legacy customer service

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