



Remedies For Three Common Customer Service Pain Points

Three Easy Steps to Creating Game-Changing
Conversations With Your Customers





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Intro

You probably get the idea behind better living through chemistry. The same goes for us here at Quiq where we're constantly creating and enabling formulas that help you optimize your company's customer experience.

Through our work, we've identified three common issues that ail most (if not all) companies we work with at one time or another:

1. **Dealing with angry customers**
2. **Not understanding their expectations**
3. **An inability to fulfill demands**

As a customer service executive, you know these issues can be real headaches to solve! And yet, a lot of it comes down to what we've always known about delivering good customer experiences: listen, be patient, apologize, offer a gift or rebate, and be kind to the customer (and yourself).

We've also got ways to enhance these "natural remedies" for improving customer service using asynchronous communication tactics and AI chatbots to help your company triage, treat, and tranquilize potentially disgruntled customers.

In this e-book, you'll discover the three most common ailments that plague companies of all shapes and sizes. We'll examine each three's symptoms so you can determine if your team is suffering from any or all. Then, we'll follow up with practical remedies you can implement right away in your contact centers. Plus, we'll explain some tech you can add to your stack that will take your CX to a healthy new level.

Call it your CX rx. A full prescription for what ails your customer service and experience, these three remedies for painfully common CX conditions will provide you with relief and respite in no time.

Good as new? More like better than before! Let's dive in.

Contact us

Email sales@quiq.com | Call or text (646)887-8398 | [Request a Demo](#)





Condition:

Irritable Customer Syndrome (ICS)

Also Known As:

Angry Customers

Prevalence:

Widespread



Common Symptoms:

- Customers are coming at you from all channels to tell you how dissatisfied they are with a product or service.
- Customers might be overly demanding and even expect you to provide them with add-ons, services, and other offerings that don't even exist yet.
- Your contact center team fields customer complaints and doesn't always know how to answer them.

More About This Condition:

Often when we're provided with feedback, whether it's from a boss or a teacher, we focus so hard on the negative comments that we are blind to everything we're doing right. This might be how it feels when dealing with angry customers. At the moment, you might feel like you and your company won't get things right for this shopper and they're going to go right to your competitors, tell their friends not to shop with you, and drag your relevance through the mud. Don't worry, though—that's just the ICS talking!

The truth is angry customers are the worst, but they also provide us with some of our greatest insights into how to improve the overall customer experience. It's also true that async communication has its advantages over the good, ol' phone.



Rx:

First, take a deep breath. While we all know the customer is always right, we also know that they're actually not (but we'd never tell them that, of course).

The key is to practice patience and remember the customer behind that angry text, email, phone call, or message is a human being just like you. Again, don't take it personally. Just be sure you're keeping customers in the queue as follow-ups if they become unresponsive during a chat or text exchange.

- Step One: Whenever you come across an angry customer, make sure you empathize with them and do not lose your cool. Always remember the customer is frustrated with the company and products, not you. Don't take it personally.
- Step Two: Keep your approach logical and solution-focused. Stick to the facts and don't let your customers' emotions get your emotions going. Be polite, and repeat facts as often as you need to until the customer calms down. Also repeat the solutions you have to help fix the core issues. This will help move the focus away from the problem and onto the opportunities to make-good.
- Step Three: Offer the customer a free gift or complimentary month of free service. Have a list of free offers at the ready for just this purpose and be sure to communicate with your human agents when it's most appropriate to toss a freebie out there.

Common Side Effects:

Satisfied and repeat customers.

Support is Here:

Here is our [detailed guide](#) on effectively handling angry customers. You can also learn more about how [AI chatbots are your greatest line of defense](#) when it comes to initial contact with unhappy customers on our blog.





Condition:

Chronic Feedback Pain (CFB)

Also Known As:

Not Understanding Customer Expectations

Prevalence:

Very Common



Common Symptoms:

- You make assumptions because you don't have a good way to gather feedback.
- You have little to no idea what customers think or want from you.
- Your team is constantly anxious about meeting basic customer expectations.
- Exceeding customer expectations feels like a distant dream.
- You have a hunch customers want different outcomes from the products and services you provide, but you don't know where to start finding the right answers.
- You don't have enough qualitative or quantitative feedback to understand exactly what customers want.

More About This Condition:

Consistently and regularly asking for feedback in your most commonly accessed channels often requires you to double-down on the content marketing tactics you're already doing. This can cause a lot of stress and confusion when you're trying to find a decent balance between communicating with customers, while being careful to not overload them with content.



Rx:

First off, take a chill pill because understanding customer expectations takes real effort and lots of resources. But you can do it! Here's how:

- Step One: Add Feedback Requests Into Your Existing Async Communications

SMS, direct messaging on social networks and chatbots can all be automated to kick out requests for customer reviews and feedback at regular intervals. Similar to the concept of automated email campaigns in inbound marketing, start an async feedback loop in the channels most used by your customers. You might not get all customers to respond, but the ones that do will help you capture their desires, expectations, even the deal-breakers.

Taking it even further, set up surveys and get the information you need from your customers to serve them even better. With the proper async channels set up and AI chatbots on your side, you can even set up in-channel surveys so you're always putting the request in front of customers. Something as simple as, "Got any feedback for us?" can pay tremendous dividends for you when requesting insights.

We highly recommend using async communication, particularly SMS, when requesting feedback from customers so you can better understand their expectations. This gives them a chance to return your request for information when they have the time, energy, and motivation.



SMS

How'd you like your recent order of NA craft beer? Send us feedback at <https://nabber.com/feedback>



Direct messaging/chatbot

Hey, Karen! Just checking in on that NA peach gose you ordered from us. Did you like it? Love it? Hate it? We want to know everything when you have a chance. Would love your feedback!



Email

Dear Karen,

Thanks so much for trying our new NA peach gose beer. We're super curious about what you think of this new flavor, as well as how we did with your recent delivery.

If you have the time, we'd love to get some feedback from you. Here's a super quick three-minute survey. Your responses will help us deliver even better NA options to you in the future!

Cheers,
NA Beer Co.

If you have a solid record receiving feedback from customers via email, try adding a review request into your inbound rotation. Email is still a decent way to gather feedback, but we're finding that other async channels are resonating so much better with customers these days.

Setting the right customer expectations helps. If you do not offer 24/7 support, provide only email support, or have dedicated account managers, make sure initial touchpoints are clear.

- Step Two: Regularly Check Your Vitals

How many times have you heard the phrase "know your numbers"? Well, the same can be said for recording feedback and monitoring it over time.

Measuring feedback reveals all sorts of data, like customer trends, seasonal fluctuations, as well as where your most interested or loyal customers live, work, and play.

Depending on your company's size, you can invest in adding a product to your tech stack that'll help you track feedback. Quiq's Surveys tool, for example, empowers you to request feedback from customers in the channels they prefer, making it easier than ever to collect responses, data, and continuously improve your customer experience.

- Step Three: Rinse and Repeat

Perhaps the most critical step in the process of gathering feedback from customers to better understand their expectations is to keep doing it. Far from a one-and-done cure. Like most healthy habits, Chronic Feedback Pain doesn't have to be a lifelong condition if you're committed to consistent, regular work and monitoring.

Common Side Effects:

Increased clarity, focused vision, greater sense of well-being among team members and customers alike.

Support is Here:

It's important for you to know that you're not alone. Most companies suffer from some level of CFP during the course of their growth. [Reach out to us at Quiq](#) if you'd like to get more support on your journey to feedback success!



**Condition:**

Persistent Demands Disorder (PDD)

Also Known As:

Customer Is Overly Demanding

Prevalence:

Widespread

**Common Symptoms:**

- Persistent and unrelenting demands from customers you cannot fulfill—like a new feature, service or product, discounts, and freebies.
- You and your contact center team can't seem to convince customers you are not magicians.
- You know there might be solutions you're overlooking, but you don't have a playbook to guide you or the time and resources to find one.

More About This Condition:

At times, the customer demands a discount you can not give, a feature you can not build or some customization you can not do. First, you need to know whether or not you can actually fulfill a demand. If yes, then what will the cost of it be in terms of resources, time, and money? If not, then you can politely say no to the customer and explain to them honestly that whatever they are demanding is not feasible.

Rx:

Don't worry, we got you—PDD is highly treatable at any stage. So, no matter how demanding your customers are, we have solutions to help your team turn Demanding Dans into Satisfied Sams!

- Step One: Set up a triage and determine the severity of the demand and whether or not it really can be fixed. Sometimes a demand is “treatable,” but your current workflows aren't set up to remedy the situation. In this instance, collaborate with someone on your customer experience or sales team to map out and design solutions around the most common demands you receive. Better yet, [get a hold of us at Quig](#) and we can have a conversation designer give you some Quig tips.
- Step Two: AI chatbots are geniuses at gathering relevant and timely information. Put them to work before customers have a chance to present their list of demands to a human agent. If you have the capacity and appetite to add a bot to triage customer demands, we highly recommend it. If this isn't possible for your company at the moment, add it to your list to discuss with the team soon. AI bots will truly change the game for you.
- Step Three: Listen and take notes. Sometimes a demanding customer just wants to be heard. Let them know you understand their demands and your company will consider them in the future. Repeat back to the customer what they've relayed to you to reinforce your amazing capacity for listening. Also, it saves time later when you need to document customer feedback.

Common Side Effects:

Increased appetite for problem-solving and organization.

Support is Here:

As with the other two common customer service pain points, PDD responds quite favorably to chatbot interventions. Here are more resources about that:

- [How to Rewire Omnichannel Service with Messaging](#)
- [Business Text Messaging Statistics You Need to Know](#)
- [6 Ways to Improve Online Retail Customer Satisfaction with Messaging](#)



Conclusion

Schedule a Follow-Up Appointment

Well-rounded customer service health requires regular check-ups with your primary CX provider. Quiq is a great resource for you if you're looking for a trusted advisor to help you determine which omnichannel solutions will best solve your trickiest customer service issues.

From our async communications solutions to our customizable AI chatbots, we can work with you and your team to overcome common issues facing your customer service teams and replace them with healthy, long-term solutions.

Get a free 30-minute consultation when you mention this e-book!

Let's sync up our calendars and get your team started down the path of healthier customer service solutions.

About Quiq

Today, businesses are waking up to the shift in how customers want to talk to them, embracing text as well as omnichannel messaging. Quiq's AI-powered Customer Engagement Platform is the solution that brings all these conversations into one place, empowering companies and their customer service agents to transform their businesses by connecting with customers in entirely new ways. Learn more at www.quiq.com.

Contact Us

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