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12 Must-Haves For Your Remote Customer Service Team

Introduction

More and more companies are going remote. The impact remote work has on employee satisfaction and productivity is undeniable. But for customer service teams, there are a number of extra areas that you need to consider. Your agents need to be empowered, your technology has to be seamless, and you need to manage all of this remotely. So where do you start?

Making the move to a remote customer service team can be done quickly and smoothly with minimal impact to your operations and customers. As long as you follow these basic guidelines, you will be set up for optimal efficiency for both your agents and the quality of customer service your brand provides.

Checklist:

12 Must-Haves For Your Remote Customer Service Team

1. Be 100% Cloud Based

If your foundation is built upon a platform that is completely cloud-based, this means there is no software to set up and configure and your business can move quickly.

2. All Channels Built In

A platform with all customer experience channels fully integrated means an agent can assist the same customer no matter which channel or mix of channels they use. Customer experience channels include:

Web chat: Where people likely first encounter your brand.

Voice/IVR: Where people call to talk to a customer service representative if they have a problem or question.

Digital/Social Support: Where interactions on social media matter.

Email: The place people turn to when they're not comfortable or don't have time to talk on the phone.

In App Chat Support: A growing first choice of customers for all types of industries.

3. Interactive Voice Response (IVR) and Voice

Voice should be fully integrated into your customer support platform. Every remote agent needs to have a Voice channel that can be operated from anywhere—an office, home, the coffee shop.

4. Social Support

With customers reaching out from different channels, social support should be integrated in the same way as all your other channels. This isn't just helpful for remote teams, but good business practice.

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5. In App Chat

With a mobile in-app chat, customers don't have to leave your app to get the answers they need. Additionally, push notifications can let customers know when an agent responded even if they switch to another app. With both customers and agents having the flexibility to communicate from anywhere, this added integration allows for your remote agents to be accessible and agile.

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6. Self Service

Allow customers to find answers on their own in order to limit the need to reach out to a customer service agent. By publishing answers to common questions on your help center or chat widget, customers can find what they need quickly and agents can focus on the more complex customer problems. This adds a layer of efficiency that is essential for your remote team.

7. Customer Routing

A streamlined, remote team means that customer inquiries are routed easily to the best agent. Your platform should be able to route the customer by the context of their situation and the overall urgency of the request. This also ensures the customer is connected to the agent with the best set of skills and knowledge to help.

8. A Single View of Customer Information

If your agents have to open up multiple tabs to get all the most important customer information, your team cannot scale during volume fluctuations. Make sure your agents have a complete customer profile with name, address, order numbers and order history in one view.

9. Conversation History

A dispersed team means that customer conversations are more difficult to track unless clearly documented. By having all customer interactions, regardless of channel, in one view, remote agents can learn the context of a question faster, rather than having to reach out to another remote teammate.

10. Integrated Collaboration Tools

Seamless collaboration with teammates is crucial to any remote team. Even more so when handling customer matters that can be complex. Agents are going to need to align with one another so they can operate efficiently. This includes communications, follow ups, and providing customer context. If collaboration is seamlessly integrated, agents can respond quickly to customer issues requiring teamwork.

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11. Central Knowledge Base

This is important when your remote team doesn't have the ability to just turn to a neighbor and ask a question. Leverage a single knowledge base to publish answers across all channels and languages—including pre-stocked customer responses and public FAQs. With all systems integrated, you only need to author once and it's published everywhere. This, in turn, makes agents more efficient by always remotely operating from the same playbook.

12. Reporting and Analytics

Leverage real-time view of channel and conversation metrics as well as status checks on SLA achievement. This will allow you to manage your entire remote team's performance and productivity while understanding trending topics of concern.

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About Gladly

We're Here to Help

Having a remote customer service team can be just as efficient as an onsite one, as long as you have the right tools and plan in place. The transition can be smooth and the impact can be minimal. If you're looking for help getting started, however, we're here to help, provide support, and answer any questions.

See a Gladly Demo
https://go.gladly.com/demo

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