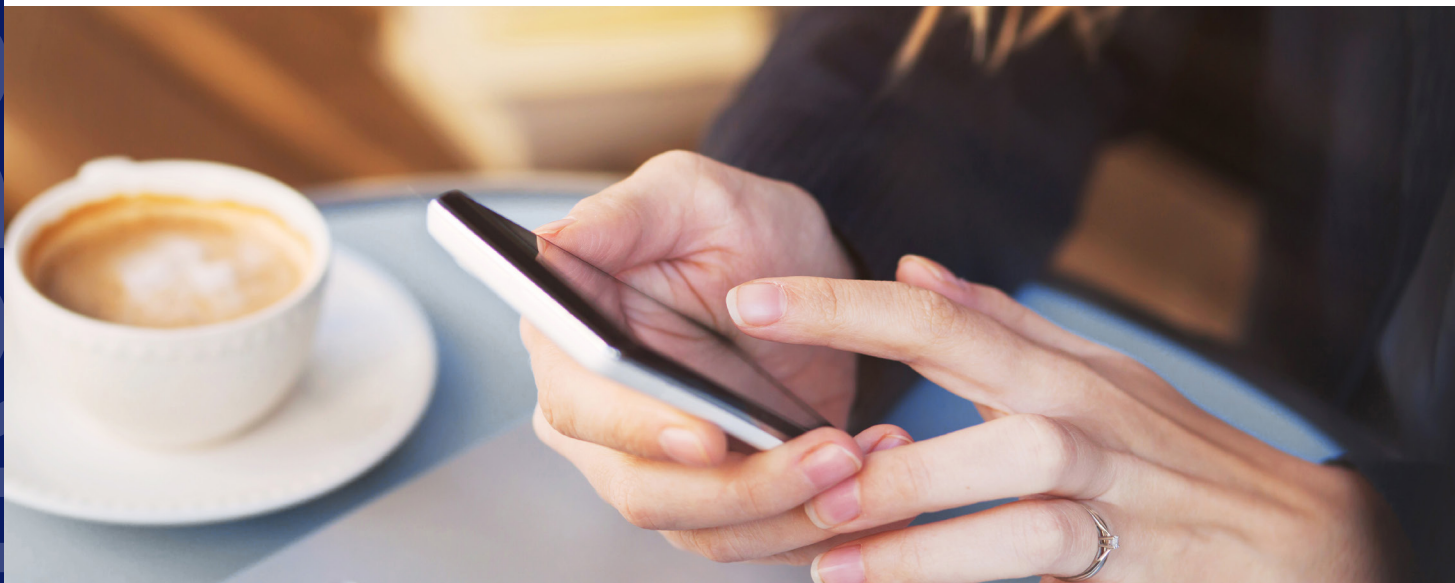


**DIGITAL
CUSTOMER
SERVICE
CHECKLIST**



CUSTOMER RELATIONSHIPS ARE NOW DIGITAL



"According to *Inc.com*, seven out of 10 of the 18 to 34-year-olds surveyed said they could imagine a world in which there is no longer any such thing as brick and mortar stores, and all purchases would be made digitally or online."

This finding underscores the new omni-digital habits and expectations of this customer group. Businesses need to meet customers on their channels of choice, which include every social outlet on which they spend time. That means being on more digital channels than you may realize.

Your business's success hinges on developing an omni-digital strategy within your omni-channel strategy. Omni-channel includes traditional methods of communication, such as voice, stores, and even a few basic digital channels like email and live

chat. But omni-digital focuses exclusively on digital channels, which is increasingly where customers want to interact with your business.

An omni-digital strategy enables you to deliver the best customer experience possible by ensuring they have a consistent experience regardless of channel. Simply put, the pressure is on to create amazing customer experiences every moment, and that means every email, call, tweet, and live chat matters.

This Digital Customer Service Checklist provides an overview of the primary digital channels that most B2C companies manage today. It also provides you with a framework to assess where your own programs are today and to start planning for where you'd like them to be tomorrow.

DIGITAL CUSTOMER SERVICE CHECKLIST

Today, customers prefer to contact businesses over digital channels rather than voice-based contact centers. While the channels of choice vary by each industry, location, and even company, the following checklist is a high-level list of essential channels that B2C customer service teams should consider in 2019:

DIGITAL CHANNEL	IN USE BY CUSTOMERS	CURRENTLY SUPPORTED	PLAN TO SUPPORT	NOT A PRIORITY
Text messaging (SMS)				
Email				
Live chat				
In-app messaging (Messaging within your own app)				
Facebook				
Facebook Messenger				
Twitter				
WhatsApp				
Instagram				
YouTube				
Google My Business				
Google Play				
Apple Business Chat/iMessage				

IT PAYS TO SUPPORT CUSTOMERS ACROSS MULTIPLE CHANNELS



Ninety-seven percent of employees in customer service roles agree that as organizations add channels to engage with customers, customer satisfaction and Net Promoter Scores improve. To keep up with evolving customer preferences and maintain brand loyalty, your customer care must become more digitally focused. With a well-considered strategy and the right digital technology, you can deliver the next generation of customer care and easily meet your customers wherever they are online.

Once you've audited your customer engagement channels, make sure your digital customer service solution can do the following:

- **Manage all digital customer interactions** on a single platform
- **Use AI-based routing** that lets you allocate incoming messages automatically
- **Merge multiple customer profiles into a single identity** for a complete view of customer interaction history
- **Monitor KPIs and manage activity** in real time to ensure consistent customer service
- **Integrate with other tools** such as CRMs, reporting tools, and chatbots via an open platform

Remember, customer service is not just a department; it's a philosophy that touches everyone in a company, from the newest hire to the CEO. Take the proper steps to tap into a modern digital technology that powers the next generation of customer care functions and makes it easy for your business to give customers the unified experience they crave today.

A close-up photograph of a middle-aged man with a grey beard and glasses, smiling while holding a smartphone to his ear. He is wearing a light blue collared shirt under a dark sweater. The background is a blurred office interior with windows.

About RingCentral Engage Digital™

RingCentral Engage Digital facilitates digital transformation by helping businesses expand, direct, and nurture their digital customer relationships. The RingCentral Engage Digital platform tracks all interactions in a single system, redistributing inquiries automatically according to availabilities, customer profiles, or types of requests.

With a full history and precise account of each interaction, companies can now analyze and better manage customer activity while increasing overall satisfaction. Visit ringcentral.com and reach out for a free demo.

Schedule a demo

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