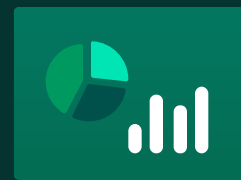


Why is it important to have a flexible customer service program in place during times of crisis?



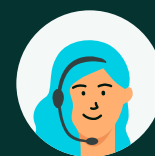
Good customer service operations are key to surviving crisis periods.



Teaching and coaching agents provides a full spectrum of flexibility to adapt in good times and bad.



Your agents' quality and performance retain your company's customers and keeps them coming back.



Giving agents rewards for great customer service during a crisis improves morale for your contact center.



Situations will always occur, many may be low pressure and others a longer-lasting crisis, so a flexible customer service program is able to readjust and provide the same level of quality service.



Also, your crisis communications should be consistent with your brand voice (taking into account the seriousness of the situation) and across teams — this is a time to unite and provide a clear message you're there to help.



Providing a timely and consistent customer experience during crisis situations also bolsters confidence so the next time there is a crisis, customers know what to expect and trust you to execute.

In an ongoing crisis, it may mean trying to mitigate negative impacts while the situation evolves, such as, sharing updates through email, social media, help center, and your company website.

