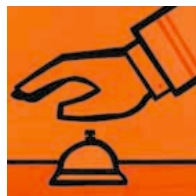


# The Right Mix

Improve customer service by integrating Web, phone, fax and e-mail.



it is possible to individually tailor the millions of interactions we have to meet an individual customer's specific needs at the point of service delivery. High tech is now truly delivering high touch relationships."

Beyond cross-sell and upsell possibilities, new customer acquisition costs are soaring, so keeping customers loyal is more strategic than ever. "The best way to do that is by leveraging what you know about your customer—what products of yours they own, how they have interacted with you across all channels—to serve them in a way that opens opportunities for you as well," Gribbin says.

THE STRATEGIC USE of customer service today is considered the single most significant tool in retaining current customers and increasing revenue from the critical installed base. "Service is really the way that customers think about all of their interactions with a company," says Claire Gribbin, vice president of global customer advocacy at Cambridge, Mass.-based ATG Inc. (<http://www.atg.com>), which supplies software to create a more relevant and consistent customer experience. "That makes it the best way to turn it into a strategic driver for your company."

Integrating customer interaction information—from the Web, telephone, e-mail and other approaches—may be a technological challenge, but it pays big dividends by providing cross-sell opportunities while improving overall service to the customer. "It isn't spam if an e-mail actually contains information useful to your customer," says Tim Crowder, senior program manager for knowledge management at ATG customer Symantec Corp. "We are applying our expertise derived from using ATG's eCommerce and marketing platforms to the service and support arena. Now,

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Properly executed customer service can also increase revenue because satisfied customers tend to engage in profitable "word of mouth," which may result in new customers. "Everything is so commoditized that the biggest opportunity is to build on what you know about your customers and your relationships with them to provide truly differentiated offerings," she says. "Service is the crux of that."

The strategy of increasing customer retention through education exemplifies forward thinking in customer service, says J.B. Wood, president and CEO of the Service & Support Professionals Association in San Diego. "Companies spend all this money to build out features in products," he says. "At the end of the day, it is my ability to be able to use those features that will determine how successful and satisfied I am as a customer." ■

# DEMAND BETTER

## your customers do.

Gone are the days when better products or lower prices alone could secure customer loyalty. To keep your best customers now, you have to delight them – by treating them as valued individuals, not commodities.

The world's best known organizations rely on ATG to deliver more relevant, consistent, and profitable experiences in every customer interaction – across the Web, e-mail, call center, and mobile channels. The ATG Wisdom™ strategy, powering our new best-of-breed ATG Service Suite, ensures that your service and support operation will bring customers the individual, personalized attention that yields the business results you crave. Learn more at: [www.getwisdom.info/bw](http://www.getwisdom.info/bw)



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