

5 ONLINE CUSTOMER SERVICE

MYTHS

Serving customers today is not the same as it was a decade or even a few years ago.

Many organisations have been slow to respond to the drastic change in customer behaviour, fearful of changing their customer service offering.

Online customer service specialists, **Synthetix**, debunk some of the myths surrounding the delivery of online customer service

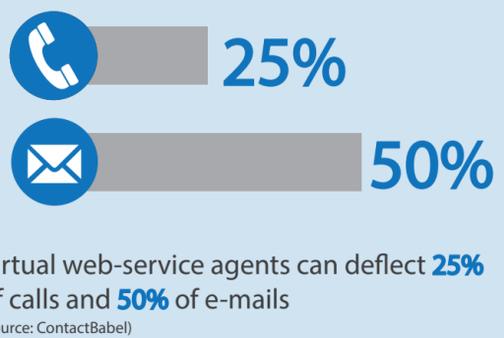
MYTH It's fobbing customers off with a second-rate support channel

FACT Consumers expect to receive the same consistent customer service across all channels



MYTH It's all about cutting jobs in the contact centre

FACT Web self-service significantly deflects the volume of 'common' inbound enquiries – freeing agents up to handle more complex enquiries



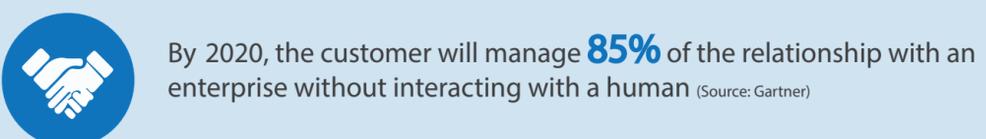
MYTH It's just for support, not for customer conversion

FACT Live chat is proven to reduce shopping cart abandonment rates, increase sales conversion and improve customer loyalty



MYTH Customers would rather speak to a real person

FACT Customers use multiple channels when seeking customer care



MYTH Web self-service is about avoiding customers

FACT The majority of consumers want and expect to be able to self-serve online

