

# Why use internet calling and a multi-channel approach to customer service?

## The benefits of calling customer service over the Internet

The internet has revolutionized the way businesses interact with their customers. One of the most significant changes has been the shift from traditional telephone networks to online customer service. Here are a few benefits of calling customer service over the internet instead of the conventional telephone networks:



- **Cost Savings:**

Making a call over the internet, also known as Voice over Internet Protocol (VoIP), is typically cheaper than making a call over a traditional telephone network. This is because internet calls do not require the same infrastructure and maintenance costs as traditional telephone networks.

- **Convenience:**

With internet-based customer service, customers can reach out to a company from anywhere, at any time. They can also use a variety of devices, such as smartphones, laptops, and tablets, to make the call. This makes it easier for customers to get the help they need, when they need it.

- **Clickstream data:**

When customers make a call over the internet, companies can collect and analyze data from the customer's clickstream. This data can be used to understand how customers interact with the company's website and mobile apps, which can help the company improve its customer service.

- **Increased efficiency:**

Companies can use internet-based customer service to process calls more quickly and efficiently. For example, they can use automated systems to handle routine queries, while reserving more complex issues for human representatives.

- **Better Quality:**

With internet-based customer service, companies can use high-quality audio and video to enhance the customer experience. This allows companies to provide a more personal and engaging service.

In conclusion, internet-based customer service offers a range of benefits over traditional telephone networks. By providing cost savings, convenience, clickstream data, increased

efficiency, and better quality, companies can improve their customer service and better meet the needs of their customers.

## Benefits from a multi-channel approach to customer service

The ability to reach a customer service agent through both chat and voice calls at the same time is a game-changer for businesses and their customers. This multi-channel approach to customer service has several benefits, including increased productivity and customer satisfaction.

- **Increased Productivity:**

When customers can reach a customer service agent through both chat and voice calls, the agent can handle multiple interactions simultaneously. This can greatly increase the agent's productivity and efficiency, allowing them to handle more interactions in less time. According to a study by Forrester, companies that offer multi-channel customer service see an increase in productivity of up to 42%.

- **Greater Flexibility:**

Customers prefer to communicate in different ways, and some may prefer chat over voice or vice versa. By providing both options, companies can cater to the preferences of their customers, which can lead to greater satisfaction and loyalty.

- **Improved Efficiency:**

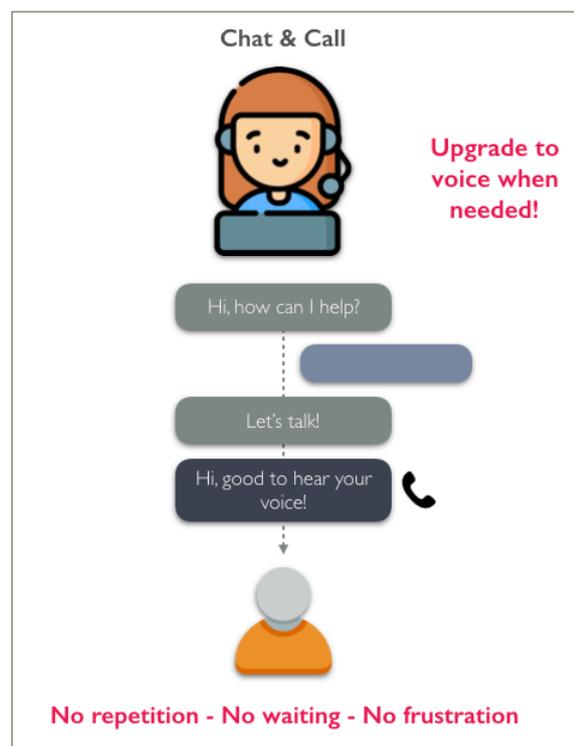
When customers can reach a customer service agent through chat, they can quickly get answers to simple questions without having to wait on hold or navigate through a phone tree. This can save time for both the customer and the agent, leading to a more efficient service experience.

- **Better Customer Service:**

By providing multi-channel customer service, companies can improve the overall customer experience. Customers will appreciate the flexibility and convenience of being able to choose the communication method that works best for them. This can lead to increased satisfaction, loyalty, and positive word of mouth.

- **Accessibility:**

It also provides an option for people with hearing or speech difficulties, who might find it difficult to communicate via voice call.



In conclusion, the ability to reach a customer service agent through both chat and voice calls at the same time offers significant benefits for businesses and their customers. It can lead to increased productivity, greater flexibility, improved efficiency, better customer service, and accessibility for people with hearing or speech difficulties. By offering a multi-channel approach to customer service, companies can better meet the needs of their customers and gain a competitive advantage.

## Why are voice calls still needed when the use of AI chat bots is growing?

Voice calls remain an important means of communication in customer service, even as the use of AI bots continues to grow. Here are a few reasons why:

- **Personalization:**

Voice calls allow for a more personalized experience, as customers can speak directly with a representative and convey their specific needs and concerns. AI bots, while helpful in providing quick responses to common questions, may not be able to fully understand and address more complex or unique issues.

- **Empathy:**

Voice calls also allow for a more empathetic experience, as representatives can use tone of voice and other cues to understand and respond to customers' emotions. AI bots, while improving, may not be able to replicate the same level of empathy.

- **Trust:**

Voice calls can help build trust between customers and a company, as it shows that the company is willing to invest in human representatives to address customer needs.

- **Verification:**

In certain situations, like banking or transactions, it is important to verify the customer's identity. AI bots may not be able to perform such verification.

- **Accessibility:**

Not everyone is comfortable with or able to use technology, such as AI bots. Voice calls provide an alternative means of communication for those customers.

Overall, while AI bots can be a valuable tool in customer service, they should be used in conjunction with human representatives to provide the best possible customer experience. Voice calls remain an important means of communication for personalization, empathy, trust, verification, and accessibility.

*Note: This article was created using ChatGPT*

**Comment:**

AI bots can be a vital tool for reducing the impact on customer service agents. Woony unifies chat and voice calls in a seamless session and can cover the entire range from bot-chat to chat with agents and voice calls.

Woony allows service agents to determine the best method to convert customer queries into sales closing and up-selling. **Chat or voice - your choice!**

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