



BRING THE 'WOW'

Customer service is a sales and retention activity. Consumers will pay more for what they perceive as great experiences, and one study suggests the user experience will overtake price and product in differentiating brands.

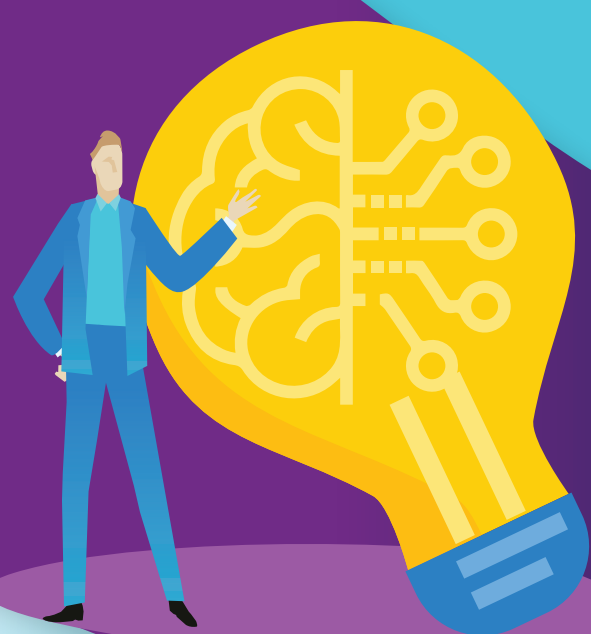
The most significant trend is personalization, but it's not the only one!



Pro-Active Engagement



The Use of AI & Machine Learning



Social Media as a Support Channel



Data & Predictive Analytics



The Agent that Works-from-Home



Mobile as the Digital Hub



There is a reason that 'Customer Success Manager' is a fast-emerging job title. This means getting ahead of support issues when possible, which benefits retention and user satisfaction. Happy customers buy more and are more loyal to brands.

Resources: [Acquire.io](https://acquire.io), customerthink.com, commbox.io, customerexperienceupdate.com, influencive.com

GlowTouch LLC provides personalized contact center, business processing, and technology outsourcing solutions to clients around the world. Founded in 2002, its 2,300+ employees deliver operational excellence with high-touch engagement. A certified Woman-Owned Business and six-time Inc. 5000 honoree, GlowTouch is headquartered in Louisville, KY, with additional locations in Mangalore, Bangalore, & Mysore, India, and Santo Domingo, Dominican Republic. To learn more about GlowTouch, visit www.GlowTouch.com.