



*We Share Our Knowledge*

**Article no. 14**

# **Self-Service**

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## 1. Introduction

In the past few years, we have witnessed a remarkable rise in Self-Service popularity, across a vast range of business sectors.

The Self-Service environment enables customers to communicate more efficiently with the organization.

In an increasingly competitive market, many organizations view customer service options as the foundation for developing competitive advantage, and the Self-Service environment keeps proving itself as a valid, inexpensive alternative to service call centers.

## 2. The Advantages of Self-Service Environments

### 3.1 How does it benefit the customer?

The Self-Service environment offers the customer a number of benefits:

- Timing choice (day of the week, hour of the day): the Internet enables the customer to communicate with the organization 24 hours a day, 365 days a year.
- Choice of communication/activity type: enabling the customer to choose the type of activity he wishes to perform, out of a selection of activities available.
- Choice of interaction type: enabling the customer to avoid face-to-face and/or phone conversations.

### 3.2 How does it benefit the organization?

The Self-Service environment offers a number of commercial advantages:

- Cutting customer service costs: while costs of traditional customer service channels are rising, Self-Service enables the organization to reduce service costs by referring customers to the website.
- Increasing revenues: integrating e-commerce with customer service activities enables the organization to increase its revenues per customer, by presenting them with online personalized offers.
- Recruiting new customers at low costs.
- Improving customer service thereby reducing abandonment and enhancing satisfaction.

Synergy has introduced a large number of business plans in order to establish Self-Service systems, all of which supported the claim that the Self-Service environment has matured enough to have a positive effect on the organization (by reducing costs and increasing revenues).

## 3. Examples of Self-Service Objectives

The following items are examples of Self-Service objectives in Mobile Telco companies:

- Increasing revenues from existing customers by 12%
- Reducing service and technical support costs by 15%
- Transferring 20% of customers to internet service management
- Increasing order value by 5%
- Enhancing customer satisfaction by 12%.

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## 4. Self-Service Website Features

Many company websites are constructed as part of a portal offering a variety of services:

### 5.1 E-Commerce

Customers can use e-commerce websites to perform the following activities:

- Reviewing a list of products and services
- Creating an order by choosing a product or service:
  - Creating a new account or logging in using an existing one
  - Reviewing and changing payment methods and details
  - Changing personal information, e.g., address.
- Viewing order details and status
- Comparing products/services
- A personalized marketing mechanism designed to prompt offers as part of Up Sell/Cross Sell processes.

### 5.2 Customer Service

- Account management
- Solving technical problems
- Resolving service issues
- Viewing invoices.

### 5.3 Content

- Many organizations incorporate different content elements into the website, in the idea that offering content services such as news flashes, weather updates, etc., will generate more traffic into the website.
- Sometimes, organizations choose to focus on subject related niche content, in order to distinguish themselves from the competition.

## 5. Conclusion

In the past few years, we have observed a rapid development in the Self-Service field. More companies are now incorporating e-commerce, customer service and content sharing options in their websites.

Those websites prove that the Self-Service environment can provide the organization with business solutions, while adding to the customer selection options and their satisfaction.

Therefore, we can recommend regarding your company website as a potential ground for new sales and marketing activities.

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## **About Synergy**

**Synergy** is an international consulting company, specializing in Analytical CRM solutions.

**Synergy** offers marketing oriented business ventures, formed by a team of leading local and international industry experts.

**Synergy** aims to provide its customers with the ability of acquiring commercial advantages by informative analysis of their customers' shopping data.

**Synergy** has vast experience in working with leading commercial organizations, both locally and internationally, and its clientele includes foremost industry leaders in the communications, financial and retail fields.

For more information, visit our website at: [www.il-synergy.com](http://www.il-synergy.com), or email us at: [info@il-synergy.com](mailto:info@il-synergy.com).

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