

What are your service channels?

- _____
- _____
- _____
- _____
- _____

Omnichannel Mad Lib

If a customer contacts us by _____ (channel)
to complain or ask about _____ (topic),
we will answer them within _____ (timeframe)
and give them this answer _____ (answer).

BUT

If a customer contacts us by _____ (channel)
to complain or ask about _____ (topic),
we will answer them within _____ (timeframe)
and give them this answer _____ (answer).

How will you slide along to more consistent communication?

1. Love—and invest in—channels equally.

2. Give agents clear, consistent instructions about spending the company's money to retain customers.

3. Answer the customer's question in the channel it was received.

4. Ensure your knowledgebase is clean, current, and usable.

A three-month plan for making communications more consistent

Month 1: Document inconsistent communications with customers:

- _____
- _____
- _____

Month 2: Assess the impact of inconsistent communications on customer experience and employee experience:

- _____
- _____
- _____

Month 3: Identify three actions you can take to make communications more consistent:

- Easy: _____
- Medium: _____
- Difficult: _____