How you can 'respond' with resilience
Indicative customer engagement strategies that cater to the *'now'.*

Manage the immediate situation and build a foundation for the permanent change expected with regards to Indian consumer habits.

Customer communication

- **Manage customer expectations** by communicating **"**COVID-19 adjusted customer journeys" – transparency on service level agreement (SLA) impact and combat initiatives.
- **Proactively communicate with customers** on billing, credit updates, payment reminders over USSD, SMS, apps, and other communication channels.
- Revisit **social media communication** guidelines.
- Align messaging on all **digital properties to avoid confusing customers.**

Elevate human experience and retain trust

- Reinforce loyalty by **protecting and rewarding customers** (through methods such as waivers, extensions, free offers, etc.)
- **Re-imagine all physical touchpoints:** Reformat operating guidelines and evolve the current operational designs to factor in continued social distancing.
- Boost customer **engagement to gain mindshare**: Initiate activities to reduce anxiety, such as gamification, virtual social engagement, focus groups, and the like.
- **Forecast the future** demand and build in data driven decision-making capabilities through **advanced analytics.**

Follow the customer's *'T&Cs'* – tips and clicks

- Set up **remote access and infrastructure** for agents to enable customer service at anytime, and anywhere.
- Optimise call volumes by encouraging self-care and allowing human agent calls **only for 'critical' matters.**
- **Redesign remote call-center or service operating models** to create empowerment, with revised communication guidelines, SLAs and performance metrics.
- Enable self-service across channels, i.e. **IVR, apps, web, USSDs, social media and crowdsourcing platforms.**