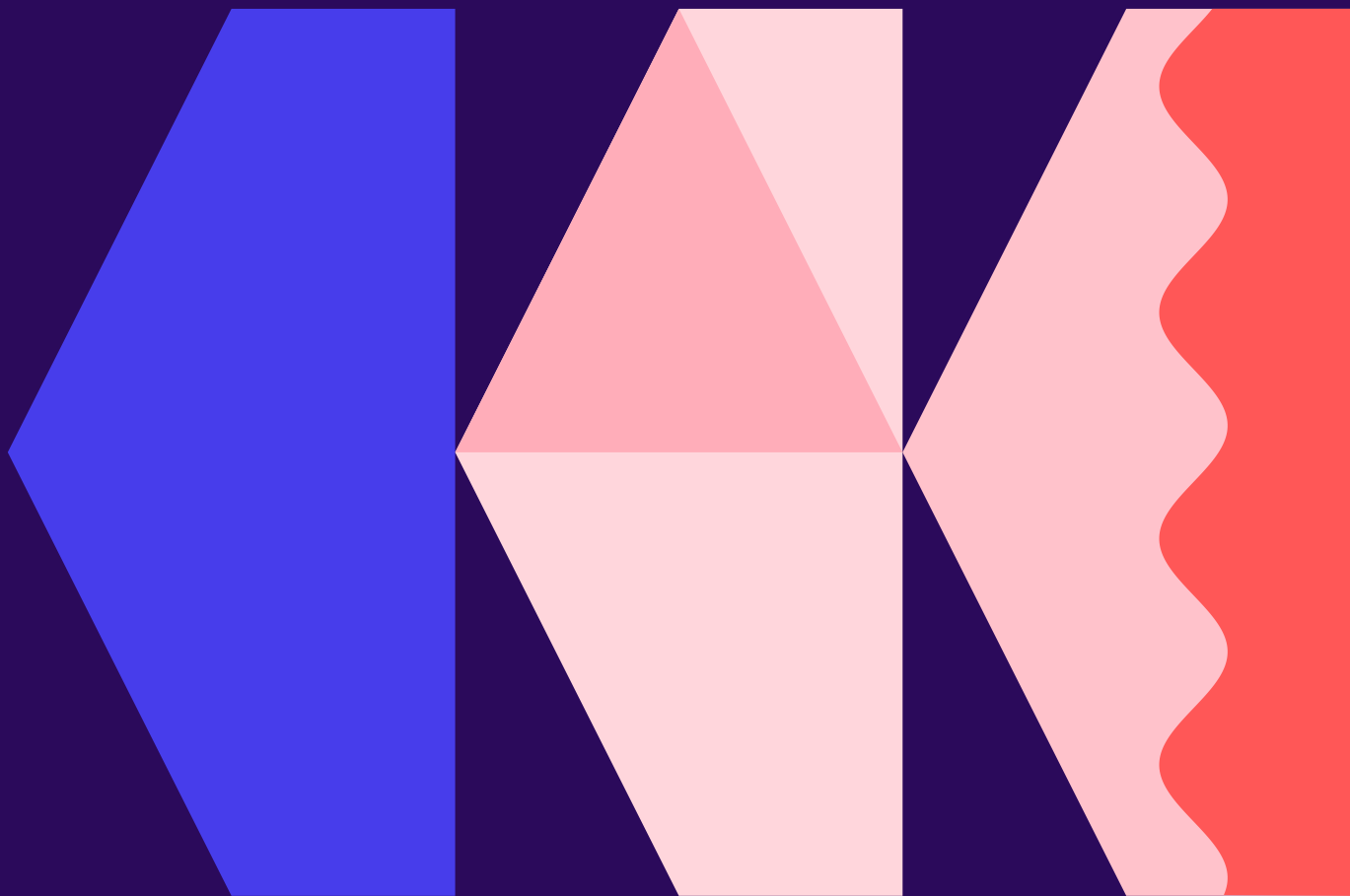


8 brand tools every successful customer service team uses

Your complete guide





Working in customer service is an important and often hectic job. As one of the primary touch points with your customers, the work they do is invaluable for customer satisfaction and gathering information from the people who actually use your product or service.

With all the communication, problem solving, reporting and everything else a customer service agent does in the course of their day, having the right tools at their fingertips is essential for them to perform well and keep both customers and supervisors happy.

We've compiled this list of 8 tools we think any customer service team should have at their disposal in order to be successful in their day-to-day tasks and contribute to the continued success of their company.

Enjoy!

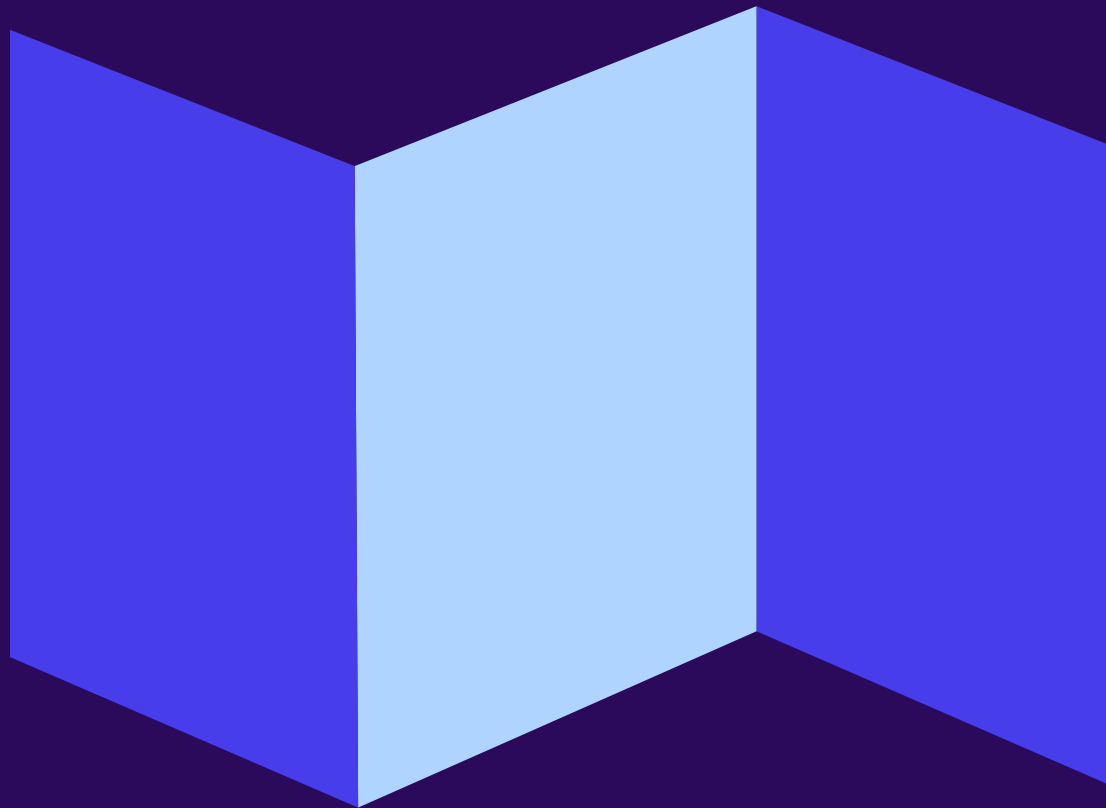


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#1

In-depth knowledge base





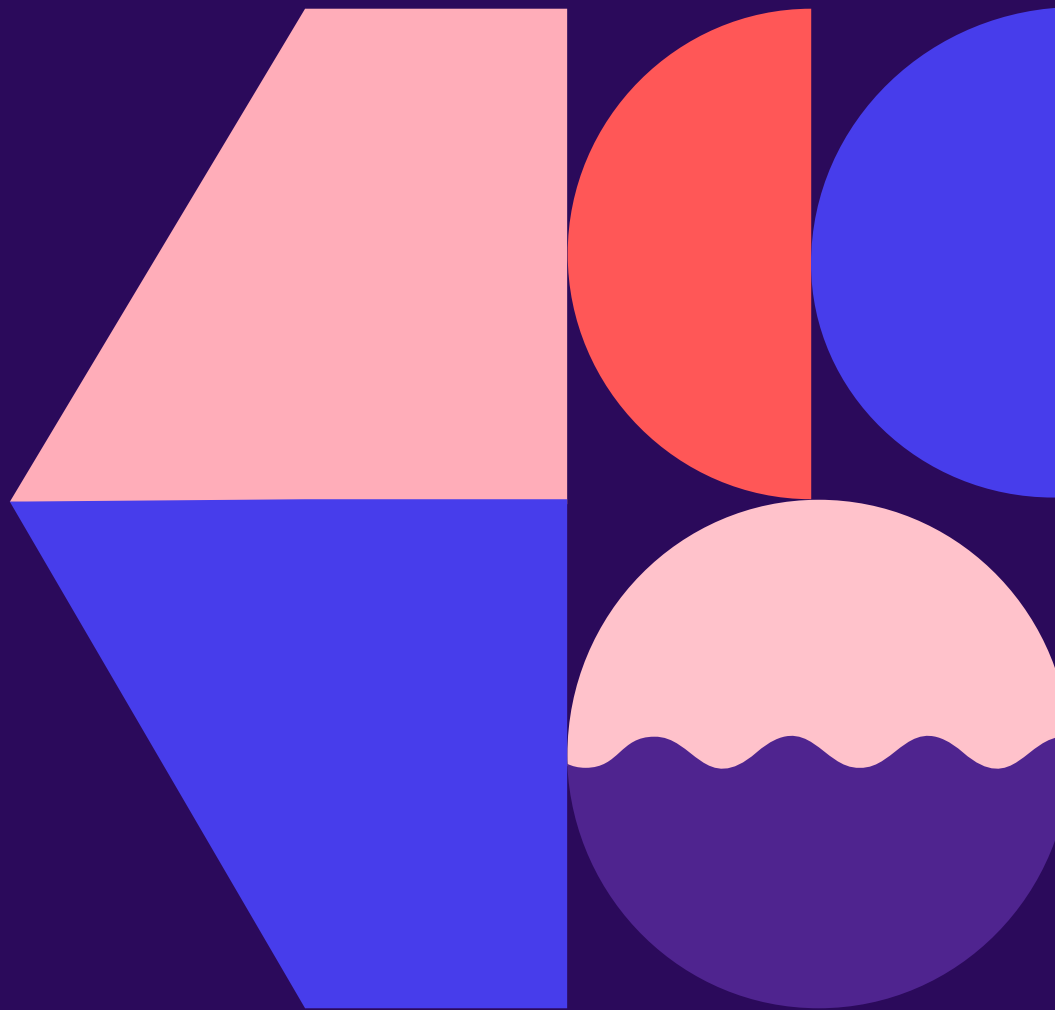
Particularly in extensive global organisations, your customer service team can't be everywhere at once. So, it is vital that customers have a way to serve themselves if they are in need of information. A robust, regularly updated knowledge base should be at the heart of this.

From a range of blog posts, FAQs and other resources on your website, to extensive sales collateral to inform your internal teams, a good knowledge base is a cornerstone of a successful customer service team. With this knowledge base, you are better-placed to:

- Keep customers happy and informed
- Consistently deliver support when your customers need it
- Proactively respond to your customers concerns
- Limit the amount of time devoted to phone calls, emails and other messages
- Build your reputation as an authority within your industry

#2

Empathy maps





When it comes to directly engaging with your customers, your customer service team is on the frontline. They have access to first-hand information about what your customers enjoy about your brand, what they don't like, what they would like to see improved and what their pain points are.

Unfortunately, it is all too easy for the flow of that information to begin and end with a customer service rep. An empathy map can help ensure that the right data is gathered to guide the content your marketing team develops day-to-day.

Through these maps, you gain a categorised, clear layout of your audience's thoughts and feelings, including:

- What problems they are looking to resolve
- What their biggest fears and concerns are
- What their goals and ambitions are
- What content or support they would like to see from your brand
- Where they are engaging with your brand
- What they do, see hear, and say on a daily basis

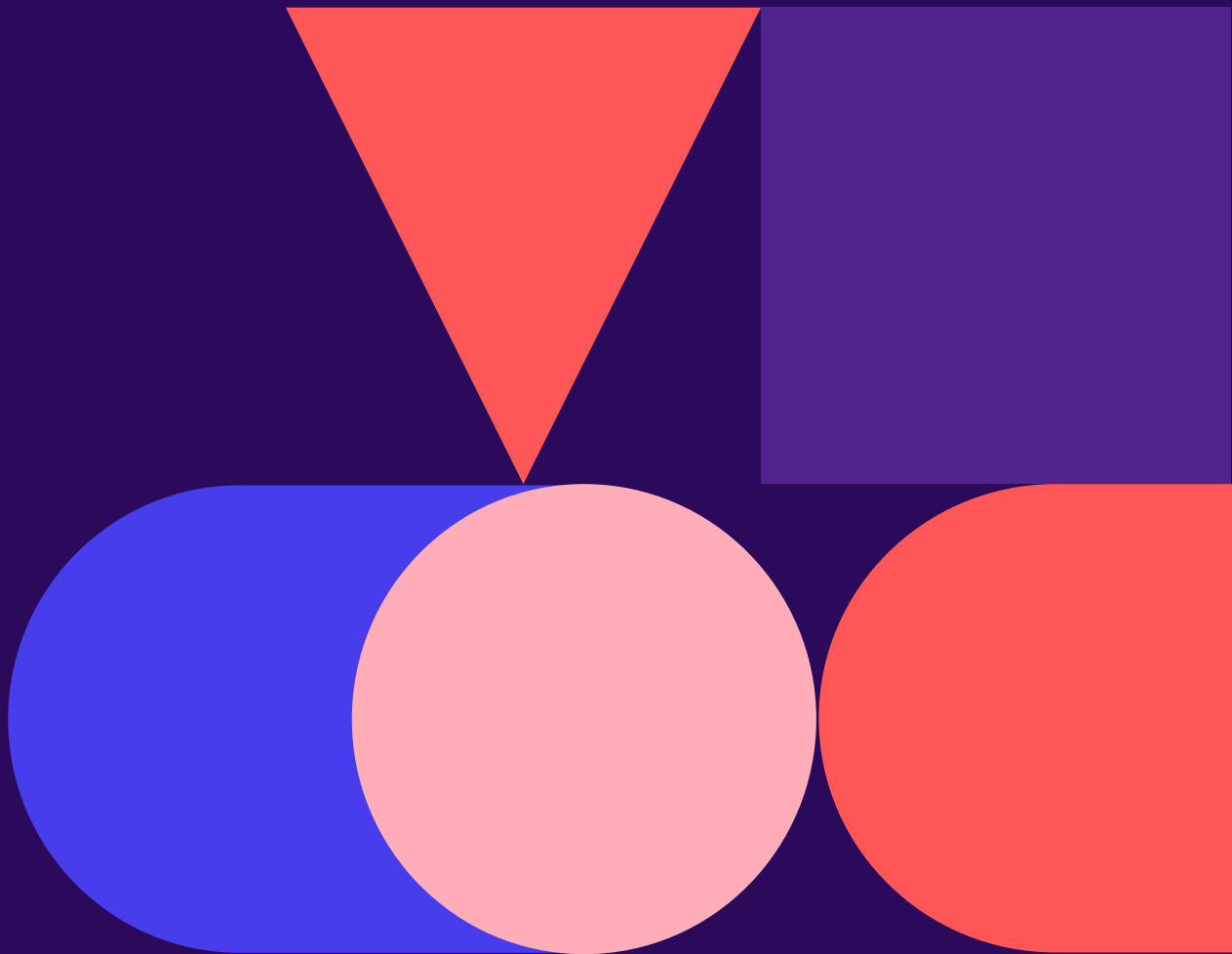
With this knowledge collected by your customer service team and laid out during strategy meetings, your brand is better positioned to address your consumers' needs and wants through your marketing.

Empathy map



#3

Persona profiles



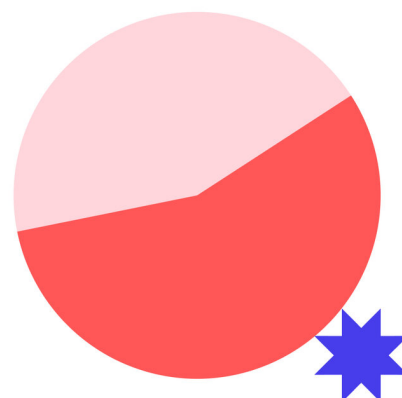


It is also important that your customer service team has a good understanding of your brand's "ideal consumers". Without this, they may be left in the dark about how to respond to a customer's request or issue.

Messages will need to be escalated up the chain of command, hindering your efficiency.

Creating persona profiles based on your insight into your preferred audiences – something your customer service team can help you gather – will give these teams a stronger sense of how to handle those who reach out to them.

Of course, every customer is unique, and personalisation is important. But these profiles can give your representatives a starting point to best guide this interaction. This can result in faster, more focused responses to messages, improving your customers' experiences.

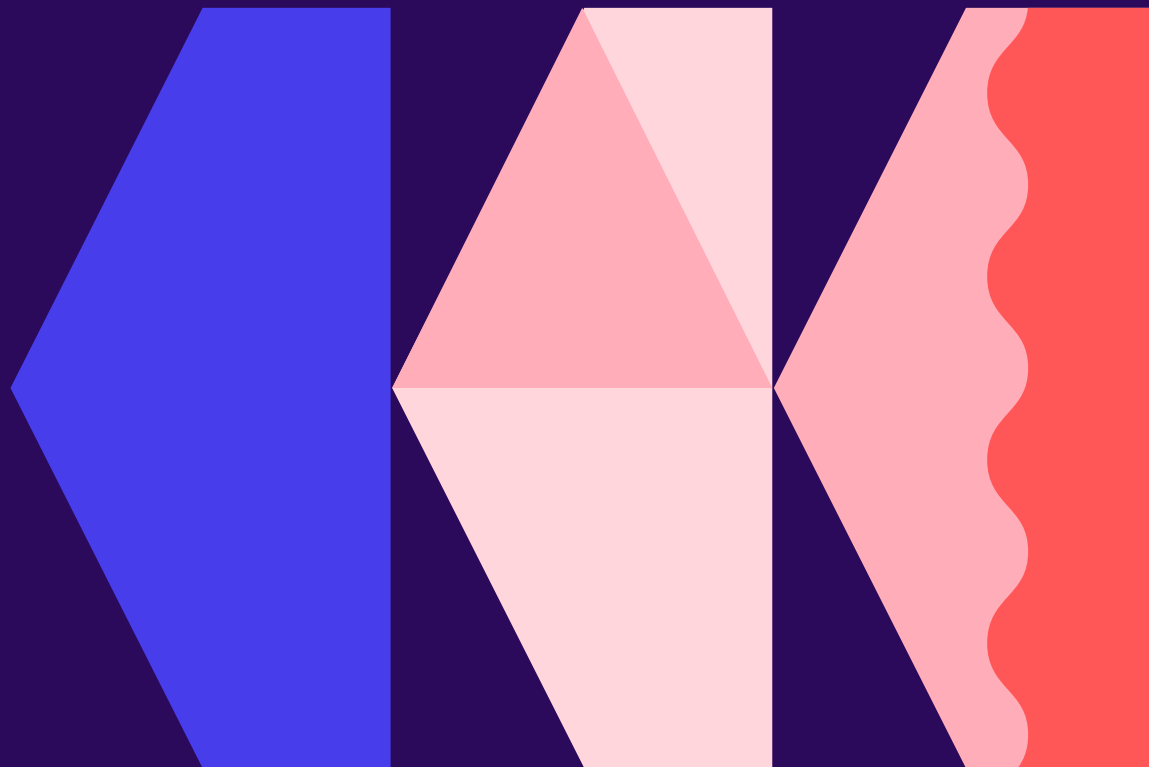


56% of people would recommend a company with a great customer service to their friends

*Source: GrooveHQ

#4

Product booklets, training guides and FAQs





In a similar vein, for effective communication it is essential that customer service teams have a far-reaching knowledge of their brand, products, services and overall organisation.

They are the team your customers will turn to first for information and support - if they don't have that to-hand, it will lead to bad experiences and gradually impact on your brand reputation.

With this in mind, it is key that your marketing team can produce the resources your customer service team needs to absorb themselves in your brand and perform their role as capably as possible, this includes:

- Product booklets and guides
- Training manuals
- Brand-related documents
- Customer FAQs and responses

The ability to store all of these resources in one central, online brand portal can ensure that your customer service teams worldwide always have the information to hand to properly respond to consumers, improving the quality and efficiency of their performance.

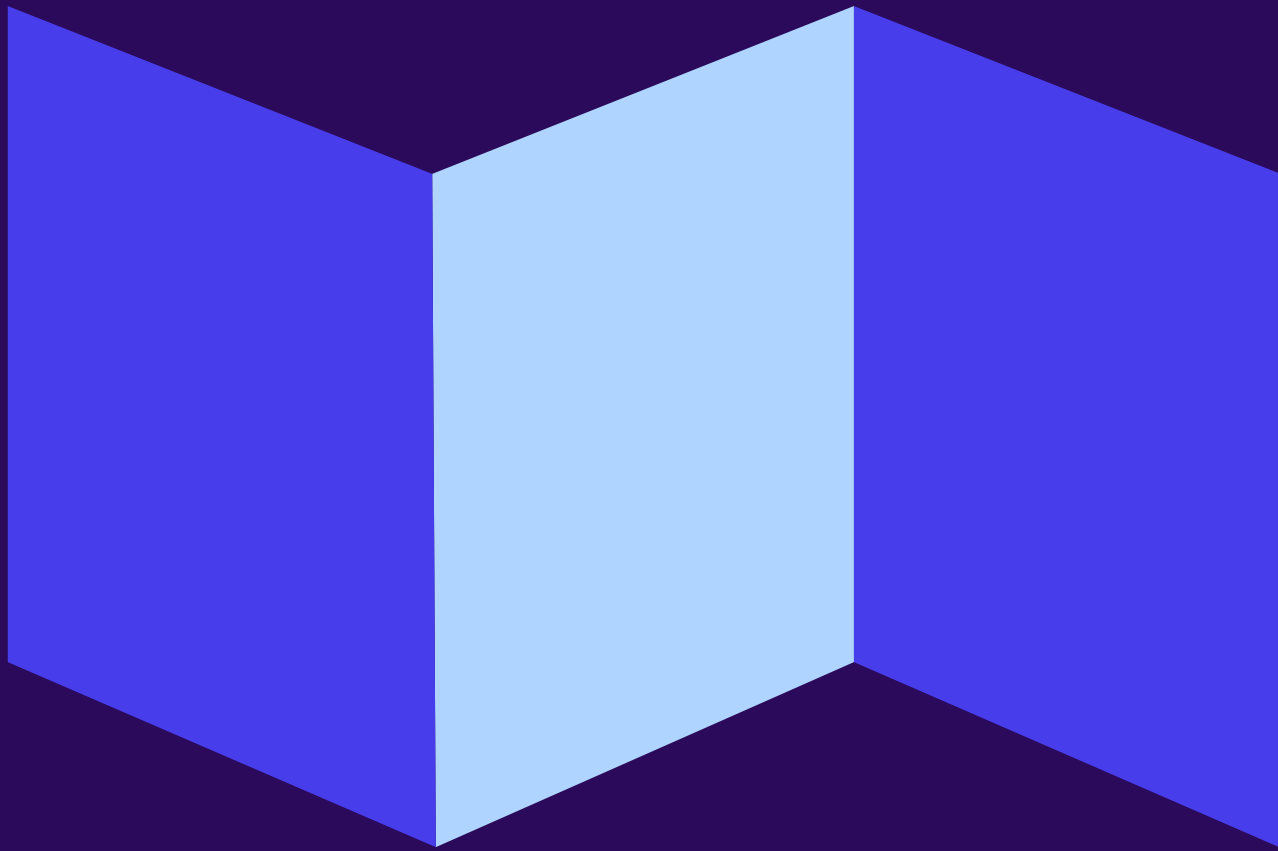


72% of consumers consider having to explain their problem to multiple people as poor customer service

*Source: Zendesk

#5

Explainer videos





Even with all the right resources to hand, it can sometimes be difficult for customer service teams to relay their responses to customers verbally or through written communication.

Complex subjects might not translate well, leaving customers more confused following an interaction than they were going into it.

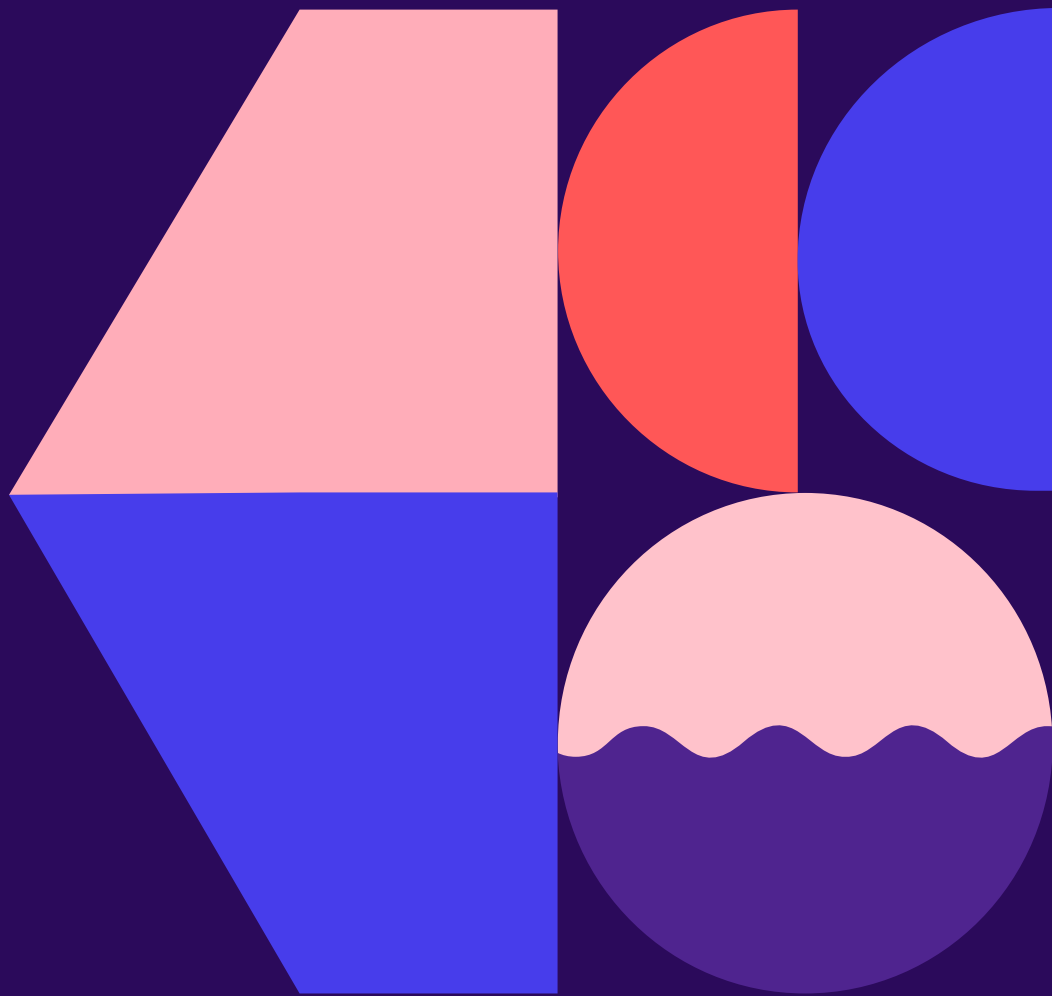
Explainer videos can cut through the complexities and give customers the information they're seeking in a clear, interactive way. Video is the preferred form of content in today's digital landscape, making it easier to communicate complex concepts to others without fear of confusion or misinterpretation.

Worried about the costs associated with producing explainer videos? Papirfly's brand management platform provides video branding and editing software that can greatly reduce the turnaround times when producing branded videos, enabling you to increase your output while cutting down costs.



#6

Tone of voice guidelines



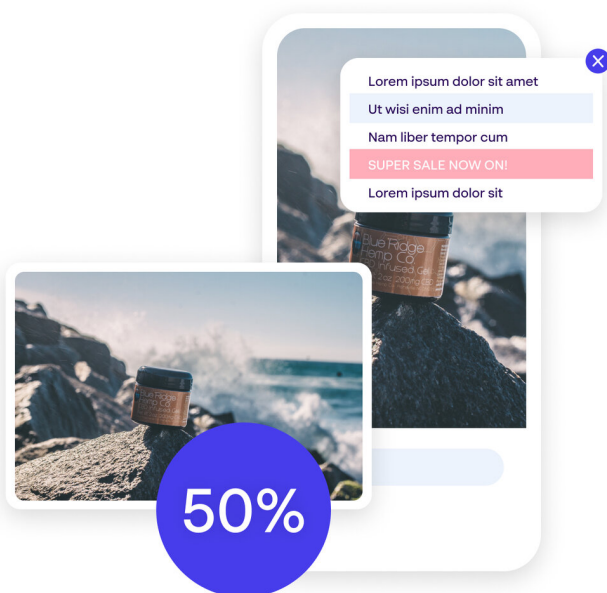


Every brand's voice is unique to them. So, as the team most directly connected to your audiences, it is critical that customer service echoes this tone. If not, it is possible for customers to feel disconnected from your brand, or start to believe that your values are little more than smoke and mirrors.

Giving your representatives access to documented tone of voice and brand guidelines will help ensure that their communications never stray away from your core values.

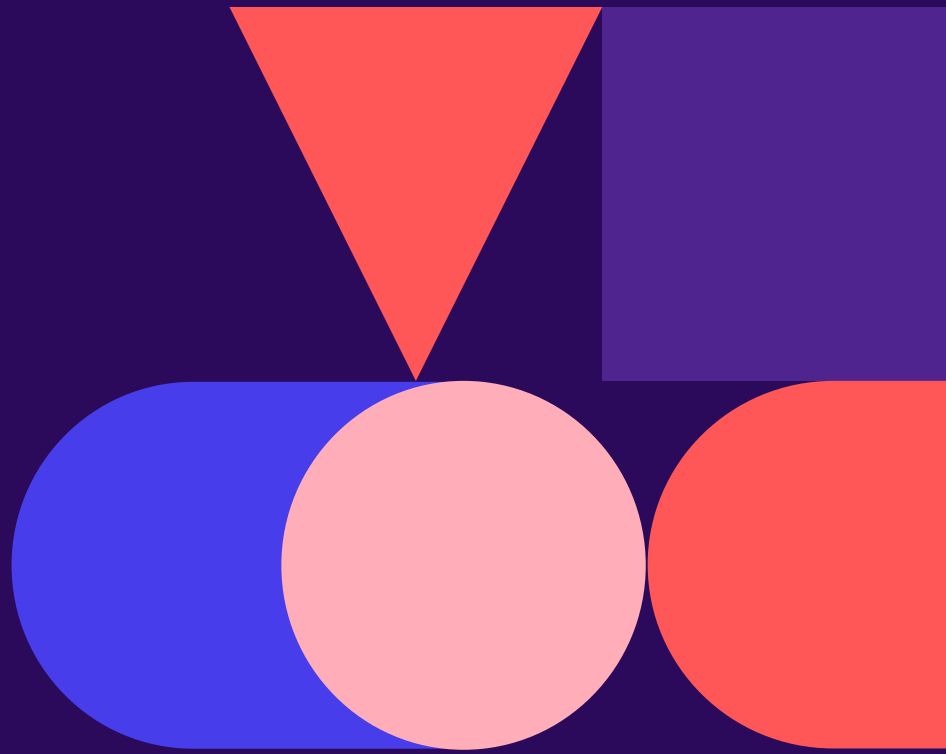
Within these guidelines, make sure that you:

- Explain how your tone of voice supports both your brand and your company mission
- Give practical guidance to people creating content for different channels
- Provide clear examples of the terminology to use in a variety of circumstances



#7

Brand activation management portal





It can be embarrassing when a customer requests an asset, and discovers that it is not properly branded, is low-quality or simply isn't available. This can be a source of frustration or confusion for your audience, and damage your brand's chances of forging a long-term relationship with them off the back of poor customer service experience.

A brand management portal like Papirfly's can prevent this embarrassing scenario occurring to your brand. By enabling anyone in your organisation, including your customer service representatives, to comfortably create perfectly branded resources in minutes, consistency is always maintained and there is no excuse not to have all the assets you require.

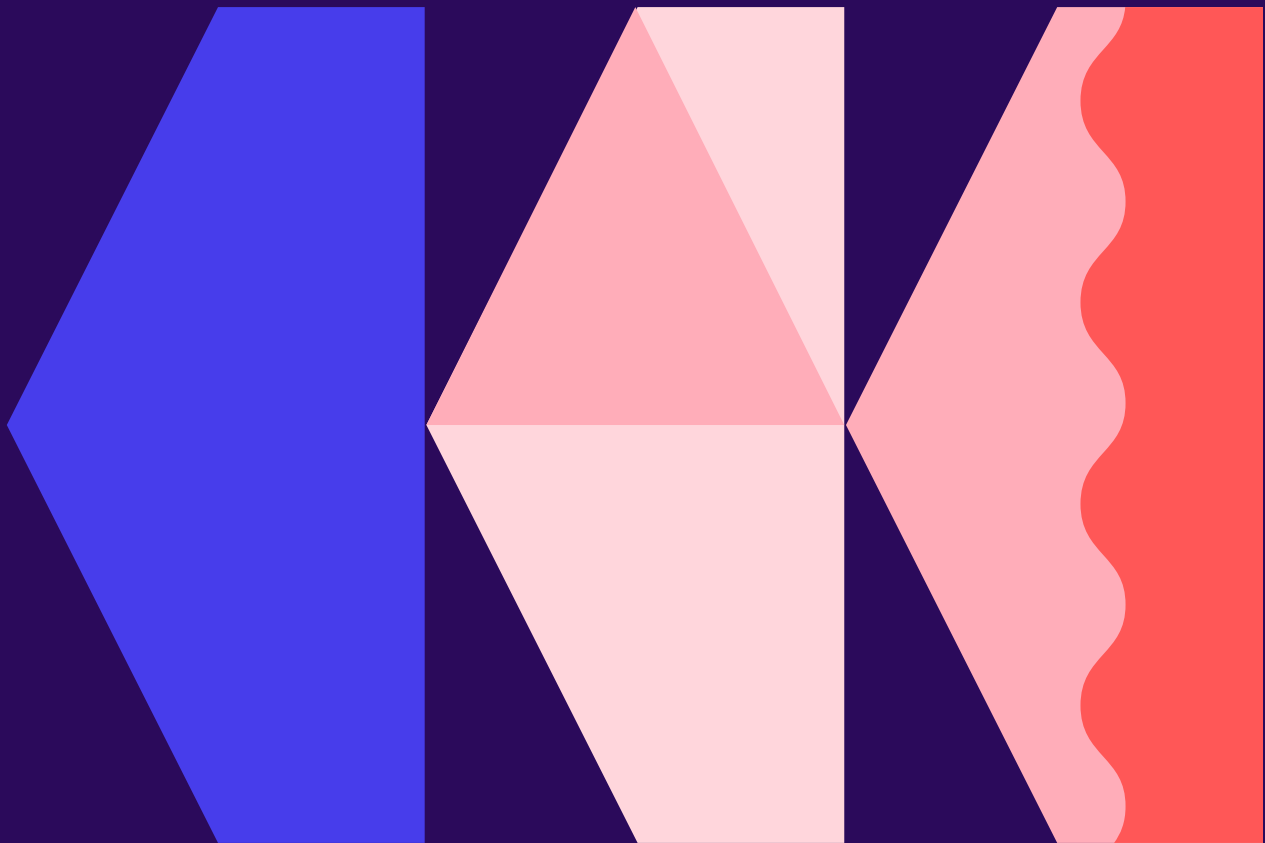
Create infinite marketing assets with easy-to-use design software

- No specialist design expertise or external agencies required
- Campaign materials, text and imagery can be easily adapted
- Resources can be stored and shared to teams worldwide through a comprehensive DAM



#8

Intelligent CRM





Finally, it's important to discuss the nervous system of modern customer service teams: customer relationship management (CRM) software.

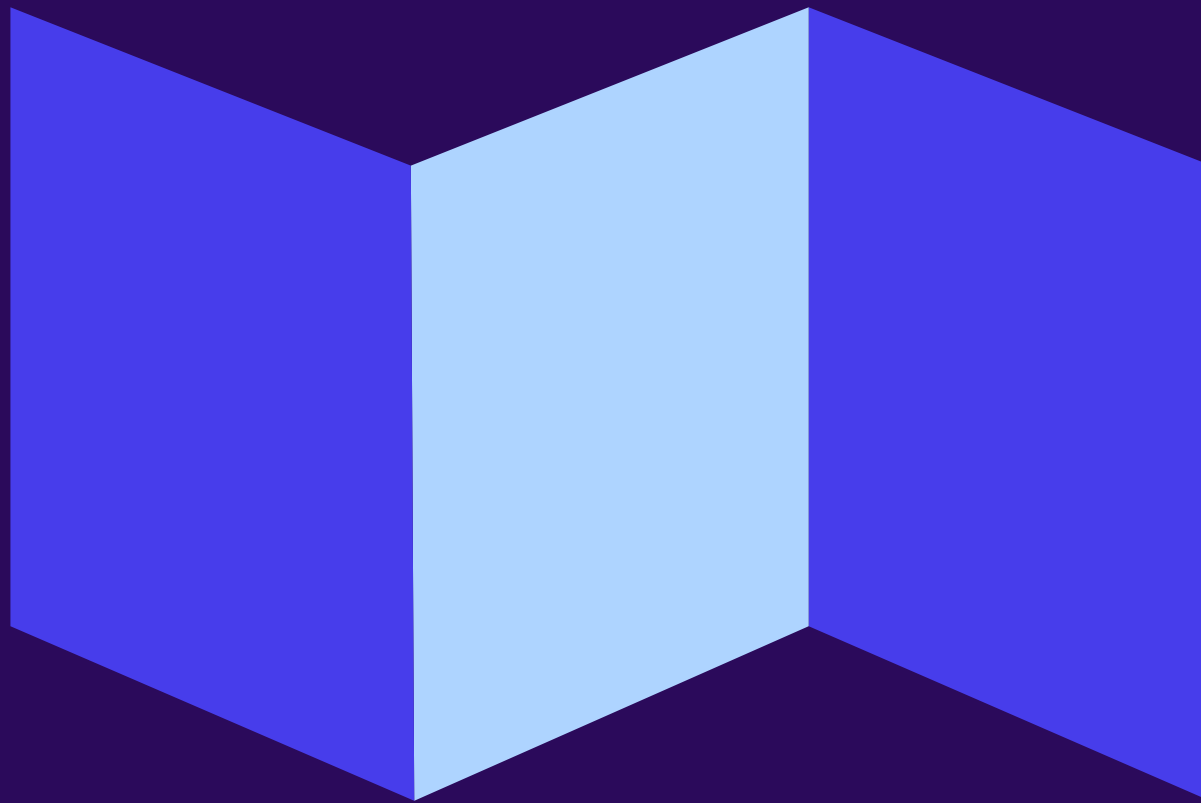
A strong CRM allows these teams to manage relationships and track information in one central location.

Without these systems in place, customer service representatives' jobs become excessively manual and tedious. It also increases the likelihood that vital information falls through the cracks and widens the scope for human error. This results in negative experiences for customers and useful data not reaching your marketing departments.

Through an intelligent CRM, your teams benefit from:

- Capturing extensive details of each individual customer
- Customers grouped together according to different aspects of your company
- Easier management of customer data and more streamlined journeys
- Centralised data that can be accessed by anyone at anytime

Amplify the
power of your
customer
service team

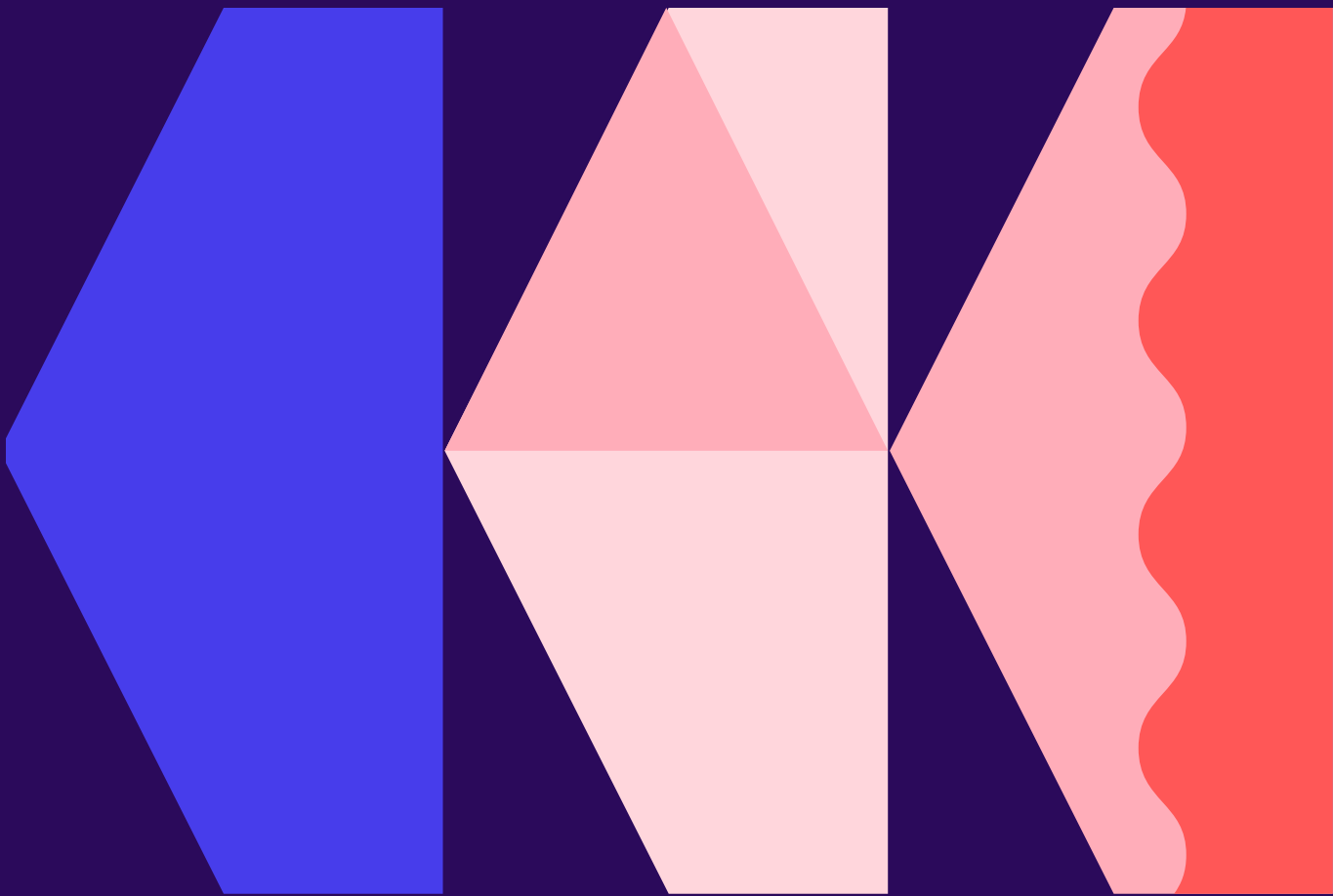




An all-encompassing solution such as Papirfly's brand management platform empowers team members of all levels and abilities to quickly and easily create a whole range of assets for marketing, completely tailored to their markets, with minimal effort or skills required.

Even though particular skills aren't needed to execute the designs, this is only because of the work that is put into making sure every template produces pixel-perfect marketing. This is honed and perfected, so that what's delivered is studio standard materials, on time, every time.

Unleash your brand with Papirfly









How does Papirfly empower your people?

We believe every enterprise should be able to provide tools to teams, so that the brand can be delivered to customers exactly as it was intended to be experienced.




At Papirfly, for over 20 years we've been driving innovation in brand management software to support brands in delivering consistent, multichannel experiences for their customers.

We empower people to unleash their brand.

How teams work today:

-  Customers are experiencing inconsistent and diluted branding across touchpoints
-  Stressed teams aren't getting the marketing materials they need or quickly enough
-  Too much already-limited budget is being spent duplicating work and on multiple tech solutions
-  Assets are not centralised or trackable resulting in loss of data to analyse budget spend

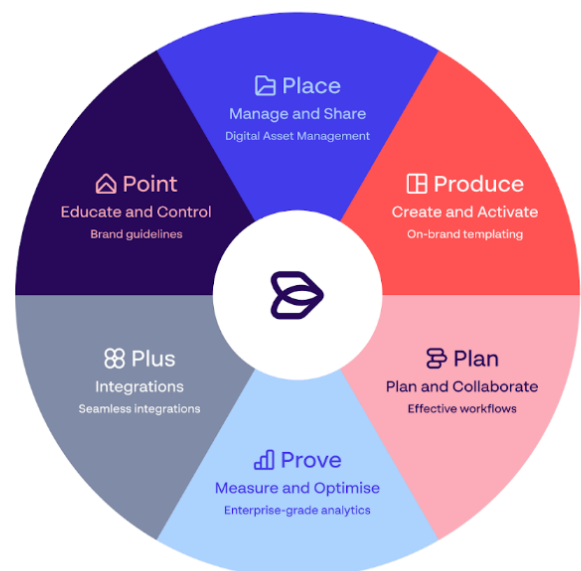
We know what brands need:

-  Global brand governance now and for the future with guaranteed consistency at every touchpoint
-  Faster go-to-market, creating assets in-house with the flexibility for on-brand, hyper-local messaging
-  Increased ROI, saving money on every asset produced, creating space for teams to focus on strategy

We give you the tools to:

- Do more for less
- Produce all assets in house
- Create with no previous design skills
- Achieve 100% brand consistency
- Reach all markets, in any language
- See a complete bird's-eye view of your branding and marketing efforts

Discover our all-in-one brand management platform



Trusted by the world's most recognisable brands

 **1M+**
regular Papirfly users

 **600+**
brands using Papirfly worldwide



Build your on-brand culture with Papirfly

Our brand management platform enables complete brand adoption, and the creation of unlimited on-brand assets with our suite of enterprise-grade products-building brand equity and long-term customer loyalty.

Point

Educate & Control

Support global teams to understand your brand, through clear guidelines, official assets, core values, and more from online access point. Go local with unique hubs with local languages and nuances.

Place

Manage & Share

Centralise all assets with a dedicated DAM solution, categorising content for global and local usage in onsecure place for all approved material. Ensure every location has assets that serve their unique audience nuances.

Produce

Create & Activate

Guarantee 100% brand consistency with design templates aligned to brand guidelines and produce infinite studio-quality digital, print and video assets. Empower everyone to personalise to their audience using localised images, video and text options.

Plan

Plan & Collaborate

Achieve your bird's-eye view of all campaigns and activities, displaying status, budgets, contacts, and official design templates for use. Ensure every location utilises workflows that drives campaign responsivity.

Prove

Measure & Optimise

Analyse marketing activity via your dashboard, delivering reports and data across your business. Ensure local sites get feedback on best-performing content across the business, and give them data to let them know when their efforts are driving brand strategy success.

Plus

Integrations

Papirfly works seamlessly with your agency tech stack – removing hacks and workarounds, improving productivity and organisational efficiency across the business.

FORRESTER®



212% ROI



80% reduced effort in asset creation



Enhanced content quality and improved business outcomes

"It's become super crucial for us with more than 50,000 users at the brand portal, both internal employees and external agencies. We are working with a huge number of downloads of all of the assets."

Interviewee from pharmaceutical

Source: A commissioned TEI study conducted by Forrester Consulting on behalf of Papirfly



Global brands trust Papirfly



Mercedes-Benz



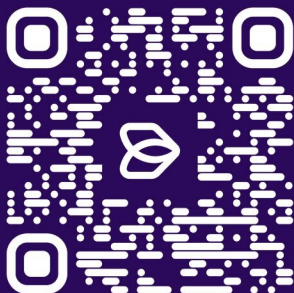
"Life without Papirfly would be stressful. It would be slow, time consuming, and costly. Papirfly has enabled us to have a system in place where we can create assets that we need very quickly. We can go to market much faster, we can react to our business and our clients a lot quicker, and it is also extremely cost effective."

Jo Bedford
Global Recruitment Branding Manager, IBM



Empower your people. Unleash your brand.

Discover our game-changing brand management platform.



At papirfly.com you can

- Book a demo
- Explore brand management resources
- Hear success stories from empowered customers

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