

## LET'S DIGITISE OUR CUSTOMER RELATIONS

### 1 MyFinance and the public website

- It is essential to know the contents and functionalities of your organisation's customer area and website so you can promote them to our customers,
- On the public website your customer will be able to find information on the types of financing and insurance available,
- The FAQ section can provide comprehensive answers or at least direct customers to the best communication channel for their request,
- Being familiar with the content of the FAQ section is the best way to guide the customer to a simple, rapid response to their request
- Encouraging customers to use their personal space will help them find information related to their contract(s) and will allow you to optimise your time so you can deal with more complex requests,
- The personal space and the public website offer great flexibility and 24/7 accessibility for the customer.

### 2 The chat channel

- New communication channels such as chat are also digital channels that should be promoted to our customers.
- These channels offer our customers greater availability and responsiveness
- They allow you to handle more inbound flows with a higher level of satisfaction
- Finally, these new channels, such as chat, are innovative channels for our customers and employees, they are intuitive, to try them is to adopt them.

### In conclusion

In your everyday life as a consumer you are called upon to use brands' public websites, your personal spaces and to use new communication channels.

Your customers are like you, simple requests must go through digital channels, complex requests via the phone or email.

