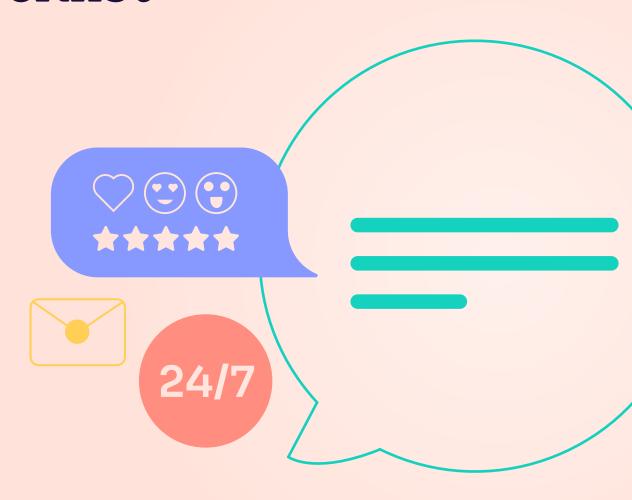


## Online Customer Service Optimisation Checklist



CHECKLIST

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Cadence	
Last Review	
Date	
By	

Providing effective customer service channels on your website is an important step in creating an optimised user experience and enhancing customer satisfaction. A well-rounded approach includes offering multiple avenues for support, such as self-service options and direct communication methods. This checklist will help ensure your website is set up to effectively interact with your customers and provide optimal customer service and support.

Direct Support Channels	Self-Service Options
<ul> <li>Enquiry form set up using a dedicated email address. Form optimised with auto-fill features and confirmation email setup</li> </ul>	<ul> <li>Provide a well-organised FAQs section addressing common questions</li> </ul>
<ul> <li>Customer service phone number included for immediate help</li> </ul>	<ul> <li>Help center created with articles, guides, and tutorials that offer in-depth support</li> </ul>
<ul> <li>Links or feeds from social media channels integrated so customers can get support</li> </ul>	<ul> <li>FAQ search bar implemented to help users quickly find relevant information</li> </ul>
Relevant links or buttons (e.g., "Contact Us," "Support," "Enquire Now") prominently displayed	☐ FAQs and knowledge-base regularly updated based on new enquiries
Real-Time Assistance	<ul> <li>Shipping information, terms &amp; conditions and privacy policies are easily accessible</li> </ul>
☐ Al-powered chatbot deployed to provide instant 24/7 responses to common queries	Performance Monitoring
☐ If possible, live chat functionality incorporated	<ul> <li>Monitor and analyse response times for all customer service channels</li> </ul>
allowing customers to get answers quickly  Chat window optimised for usability on all	<ul> <li>Cookies setup to help manage user sessions during customer service enquiries</li> </ul>
devices	<ul> <li>Chat transcripts used to review interactions</li> </ul>
Customer Feedback Mechanisms	and identify common issues or trends
☐ Simple feedback forms implemented to gather insights on experience and service satisfaction	24/7
☐ Periodic surveys conducted to assess	