



Online Customer Service Optimisation Checklist



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CHECKLIST

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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

- Enquiry form set up using a dedicated email address. Form optimised with auto-fill features and confirmation email setup
- Customer service phone number included for immediate help
- Links or feeds from social media channels integrated so customers can get support
- Relevant links or buttons (e.g., "Contact Us," "Support," "Enquire Now") prominently displayed

Real-Time Assistance

- AI-powered chatbot deployed to provide instant 24/7 responses to common queries
- If possible, live chat functionality incorporated allowing customers to get answers quickly
- Chat window optimised for usability on all devices

Customer Feedback Mechanisms

- Simple feedback forms implemented to gather insights on experience and service satisfaction
- Periodic surveys conducted to assess customer needs and areas for improvement

Self-Service Options

- Provide a well-organised FAQs section addressing common questions
- Help center created with articles, guides, and tutorials that offer in-depth support
- FAQ search bar implemented to help users quickly find relevant information
- FAQs and knowledge-base regularly updated based on new enquiries
- Shipping information, terms & conditions and privacy policies are easily accessible

Performance Monitoring

- Monitor and analyse response times for all customer service channels
- Cookies setup to help manage user sessions during customer service enquiries
- Chat transcripts used to review interactions and identify common issues or trends

24/7

