



THE CASE FOR SELF SERVICE

In March 2002, Gartner predicted growth for self-service applications. The organization predicts that by 2005 more than 70 percent of customer service interactions for information and remote transactions will be automated. Web self-service interactions are predicted to grow fivefold over the next five years.

“Proper implementation of Web self-service systems can reduce the costs of customer maintenance. Strategic planning is key to success.”

■ **SOURCE:** *Is Self Service the Panacea?* By Esteban Kolsky

Forrester Research concluded that a typical Web-based customer service interaction costs a company a meager \$1.17. By contrast, an average phone interaction costs \$33 per call, including the expense of employing the person that answers the phone. The average cost of settling customer issues via e-mail is \$9.99, also attributed largely to the human element involved.

■ **SOURCE:** *CRM News & Analysis*, searchCRM.com, June 2002

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