



Before Watching (B1)

1. What digital customer service tools do you know?
2. Have you ever used a chatbot?
3. Which tool do you prefer: email, live chat, or phone support? Why?

While Watching

- Write down five digital tools you hear.
- Which tool do you think is the most useful?
- What are two advantages of digital customer service?

After Watching

- Which digital tool would you recommend to a company? Why?
- What are the advantages and disadvantages of AI customer service?
- Do you think human agents are still necessary? Explain your answer.

WARM UP!

- ✚ Which digital tool for customer service do you use the most? Why?
- ✚ Do you prefer email support, phone support, or live chat? Explain your answer.
- ✚ Have you ever used a chatbot or an AI assistant? Describe your experience.
- ✚ How do social media platforms help businesses communicate with customers?
- ✚ What are the advantages and disadvantages of digital tools for customer service?
- ✚ Which digital tool do you think is the most important for a company? Why?
- ✚ How do you think digital tools will change customer service in the future?
- ✚ If you owned a business, which three digital tools for customer service would you use and why?

RESEARCH:

DIGITAL TOOLS FOR CUSTOMER SERVICE

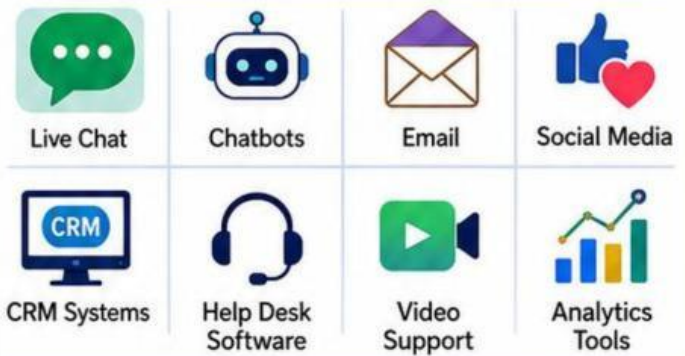
A summary of key findings from recent studies and industry reports.



KEY FINDINGS

- 1 Chatbots are widely used.**
67% of businesses use chatbots for customer support.
- 2 Live chat improves satisfaction.**
63% of customers are more likely to return to a website that offers live chat support.
- 3 Email is still important.**
61% of customers still prefer email for non-urgent issues.
- 4 Mobile support is essential.**
70% of customers expect companies to offer mobile-friendly support.
- 5 Data helps personalize service.**
76% of customers get frustrated when interactions are not personalized.
- 6 Social media matters.**
54% of customers use social media to ask questions or complain.
- 7 Security builds trust.**
86% of customers say data privacy influences their loyalty.

MOST COMMON DIGITAL TOOLS



WHY COMPANIES USE DIGITAL TOOLS

- ✓ Provide faster responses
- ✓ Improve customer satisfaction
- ✓ Reduce costs
- ✓ Offer 24/7 support
- ✓ Understand customers better



THE IMPACT



Sources:

- Salesforce Research
- HubSpot State of Service Report
- Microsoft Global State of Customer Service
- Statista 2023–2024 Reports



KEY TAKEAWAY

Digital tools help companies connect with customers faster, smarter, and more personally.



LIVEWORKSHEETS



COMMON DIGITAL TOOLS FOR CUSTOMER SERVICE

Better communication. Happier customers.



1 Email Support



A traditional and widely used channel for answering questions and solving issues.

2 Phone Support Systems



Connecting with customers by phone for personalized assistance.

3 Live Chat Platforms



Real-time conversations on websites or apps to help customers instantly.

4 Messaging Apps



Support through popular apps like WhatsApp, Telegram, or Facebook Messenger.

5 Social Media Support



Helping customers on social platforms like Facebook, X (Twitter), or Instagram.

6 Customer Relationship Management (CRM) Systems



Managing customer data, interactions, and history in one place.

7 Chatbots



Automated assistants that answer common questions 24/7 and provide quick solutions.

8 Help Desk / Ticketing Software



Organizing and tracking customer requests until they are resolved.

9 Knowledge Bases (FAQs & Help Centers)



Self-service resources that help customers find answers on their own.

10 AI-Powered Virtual Assistants



Smart tools that use AI to understand customers and provide helpful responses.

11 Online Feedback & Survey Tools



Collecting customer opinions to improve products and services.

12 Video Conferencing Tools



Face-to-face online meetings for complex issues or consultations.

13 Remote Support Software



Technicians can access customers' devices remotely to troubleshoot problems.

14 Customer Community Forums



Online communities where customers can ask, share, and help each other.

15 Self-Service Portals



Web portals where customers can manage requests, accounts, and find solutions.



Why these tools matter?



- ✓ They improve communication
- ✓ They save time and resources
- ✓ They increase customer satisfaction and loyalty



♥ The right tools + the right people = Outstanding customer experience.





DISCUSSION QUESTIONS

DIGITAL TOOLS FOR CUSTOMER SERVICE



Discuss the questions below with your class or team. Share opinions, examples, and ideas!

1



What digital tools have you used when you needed help from a company? How was your experience?

2



How do chatbots improve customer service? What are their limitations?

3



How does email support compare to live chat or phone support?

4



Is phone support still important in the age of digital tools? Why or why not?

5



How do social media platforms help companies provide better customer service?

6



What is a knowledge base or FAQ section? How does it help customers?

7



How can data and analytics tools help companies understand and serve their customers better?

8



Why is it important for digital tools to be mobile-friendly?

9



What features should a good live chat tool have?

10



How does a CRM system help customer service teams?

11



Can digital tools help create a more personalized customer experience? How?

12



What are some concerns about privacy and security when using digital tools?

13



How can companies encourage customers to give feedback through digital tools?

14



What does "omnichannel support" mean? Why is it important?

15



What new digital tools or trends do you think will shape the future of customer service?



SHARE • LISTEN • LEARN

There are no wrong answers—just great conversations!

“

Technology is best when it brings people together and helps us deliver better service with empathy and understanding.

LIVEWORKSHEETS

DISCUSSION GROUPS

DEBATE. DISCUSS. DISCOVER.



DEBATE ACTIVITY: Human Customer Service vs AI Customer Service



TOPIC: "Human customer service is better than AI customer service."



WHAT TO DISCUSS

Consider these key areas when preparing your arguments.



Quality of Service

Who provides better, more personal, and effective help?



Speed & Availability

Who is faster and more available 24/7?



Empathy & Understanding

Who understands and cares more about customers?



Cost & Efficiency

Who is more cost-effective and efficient for companies?



Future Impact

How will AI and human service shape the future?



WATCH THIS VIDEO



WATCH THIS VIDEO



SPEAK CLEARLY.
LISTEN ACTIVELY.



RESPECT OTHERS.
SHARE IDEAS.



DEBATE FAIRLY.
SUPPORT IDEAS.



LEARN TOGETHER.
GROW TOGETHER.



GREAT IDEAS. STRONG ARGUMENTS. BETTER TOGETHER.

Prepare well. Speak confidently. Let's have a meaningful discussion!