Shift the mindset. Develop a clear understanding of the role customer operations plays in the enterprise value chain, and highlight the importance that positive customer interactions have on your reputation and bottom line.

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Consider the customer's perspective. What's easy and efficient for your staff may be difficult and frustrating for your customers. Take the customer experience into account when designing and implementing new processes and protocols.

Look outside your industry. As good as your customer operations may be, chances are there's someone somewhere doing it better. While maintaining industry-specific requirements is important, look at leading practices from other industries that you can adopt and adapt to meet your needs.

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Technology isn't the only solution. When properly enabled, technology can do wonders to improve the efficiency and effectiveness of your customer operations. But technology on its own isn't enough. Combine the right solutions with the right business processes and operating models to make the most of your technological investments.

Focus on value. When done correctly, customer operations provides value to your business and your customers. Once you've determined a course of action, pay close attention to your operations and your outside feedback and make any necessary adjustments to ensure you're delivering the best service in the most efficient manner possible.

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