



End-to-Endless Customer Service Video Transcript

How do you see customer service?
Reactive? Transactional? Traditional?
There just to fix something that's gone wrong.
Stuck at the end of the customer experience,
Or stuck on hold waiting for someone to answer.

Let's reimagine customer service.
What if it was a **mindset, not a model?**

Predictive, not reactive.

A growth driver, not a cost center.
Imagine service that's seamlessly embedded
into every aspect of your business.

Here, there and everywhere.

So that service can **grow customer trust,**
customer usage,
and **grow possibility.**

Transform your business and unlock
the opportunity for growth,
By putting the customer at the
center of the experience.

And creating **service that shapes your products,**
Infused into every step of the customer journey,
From beginning to end and back again.
This is how we see service.

This is End-to-Endless Customer Service.