

# The Pros and Cons of Offering Multi-Channel Customer Service

*This is an extra resource to go along with the original article:  
[How to Choose the Perfect Customer Service Channel for Your SaaS](#)*

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*Here are the pros and cons of offering customer service via multiple channels:*

## **The Benefits of Multi-Channel Customer Service**

- Your customers have options on how to contact you.
- Stay competitive with similar SaaS.
- You're more accessible to your customers.
- You can focus your efforts on the channels that your customers prefer.
- Customers can switch between multiple channels based on their needs/ preferences.

## **The Challenges of Multi-Channel Customer Service**

- Offering service over multiple channels may spread your team too thin.
- You risk a breakdown in communication between teams.
- Some channels may provide better/ faster service than others.
- It's expensive to operate multiple channels.
- If you choose the wrong channels for your customer base, you won't actually help your customers and you may lose them.