The Changing Face of Customer

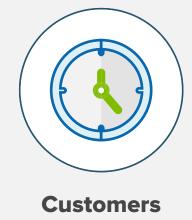
Support



The Traditional Customer Support Model is Evolving Modern support organizations must shift their thinking from "fixing" things to creating the perfect

customer experience (CX). Three major trends driving this shift include:

1. THE CUSTOMER IS KING



expect a fast response, on any device, 24/7





reps to know their purchase and support history



key role in what a customer experiences

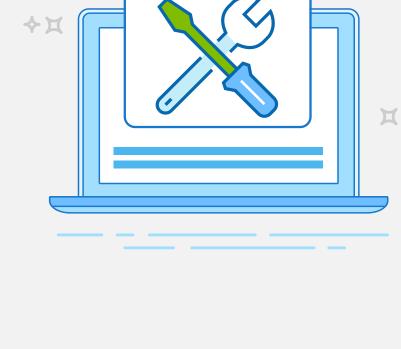




long-term loyalty and referral rates



want instead of responding to needs





by directing customers to the solutions that will fit their needs

To prove impact on CX, support must measure & capture strengths and weaknesses. By continually evaluating performance and progress, support teams can optimize processes to fit customer needs. This can be done through:

Support Organizations Must Demonstrate Their Value

Benchmarking



Document

channel

Ensure consistent

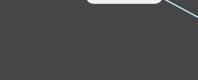
support

Measure

transaction

satisfaction

post-



Knowledge management

Key performance indicators (KPIs)

CSAT metrics



dashboard examples

Support

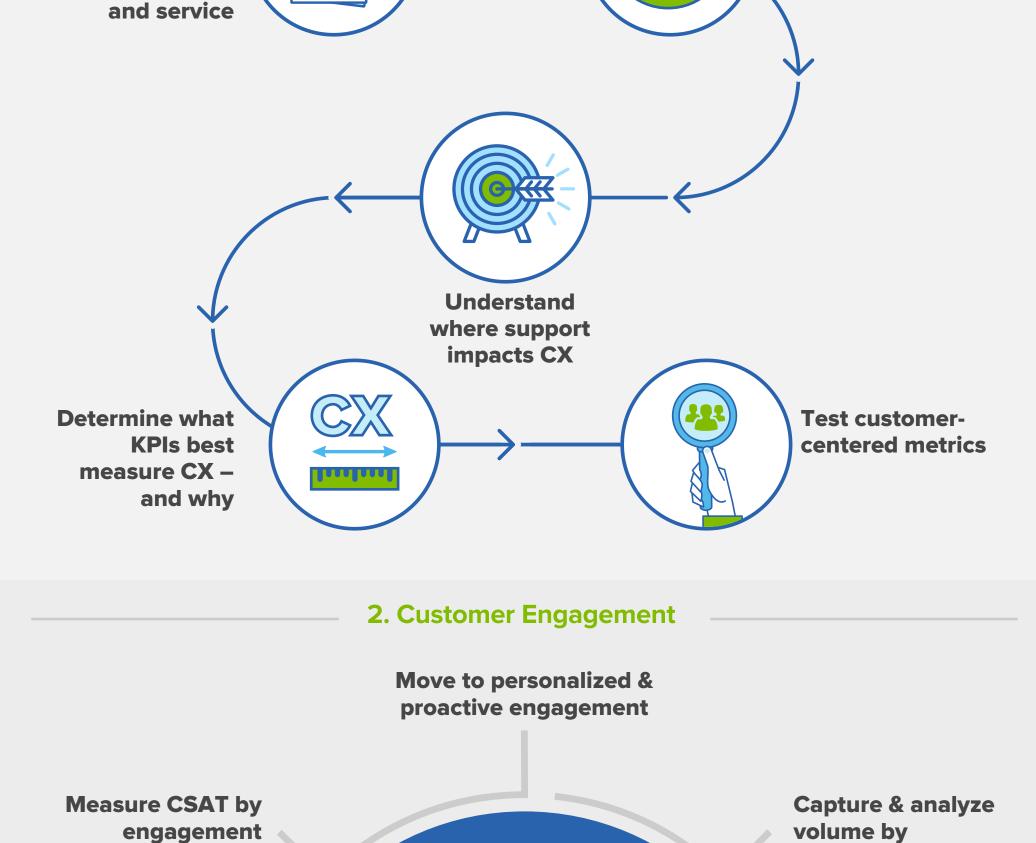
Identify key

A Recipe for Success

To evolve and succeed, support organizations should design and lead a multi-level strategy that focuses on 3 areas, each with its own best practices.

1. Customer Experience

varying touchphases in points across the customer marketing, sales, lifecycle





Email

Web Assist 6.3%

Live Chat 3.0%

Social 0.2%

Diagnostic (Auto Report) 4.4%

19.1%

Incoming Volume By Channel

Comapny Sponsored Forums 0.4%

self-service features

Survey customers

for engagement

preferences

Develop

channel

3. Support Modernization

Share resources across service organizations

Route requests to the most appropriate skill set

Mine support data to improve service

Develop compensation models to incent support reps

Integrate customer feedback into product development



See how Rescue can revolutionize your support processes.