



The Evolution of Support 2.0

A top-down view of a desk with a spiral notebook, a pen, a watercolor palette, and a headset. The notebook is open and has a blue horizontal band across the middle. The pen is white and lies on the right page. The watercolor palette is in the top right corner, and the headset is in the bottom left corner.

“The key is when a customer walks away, thinking, 'Wow, I love doing business with them, and I want to tell others about the experience.'”

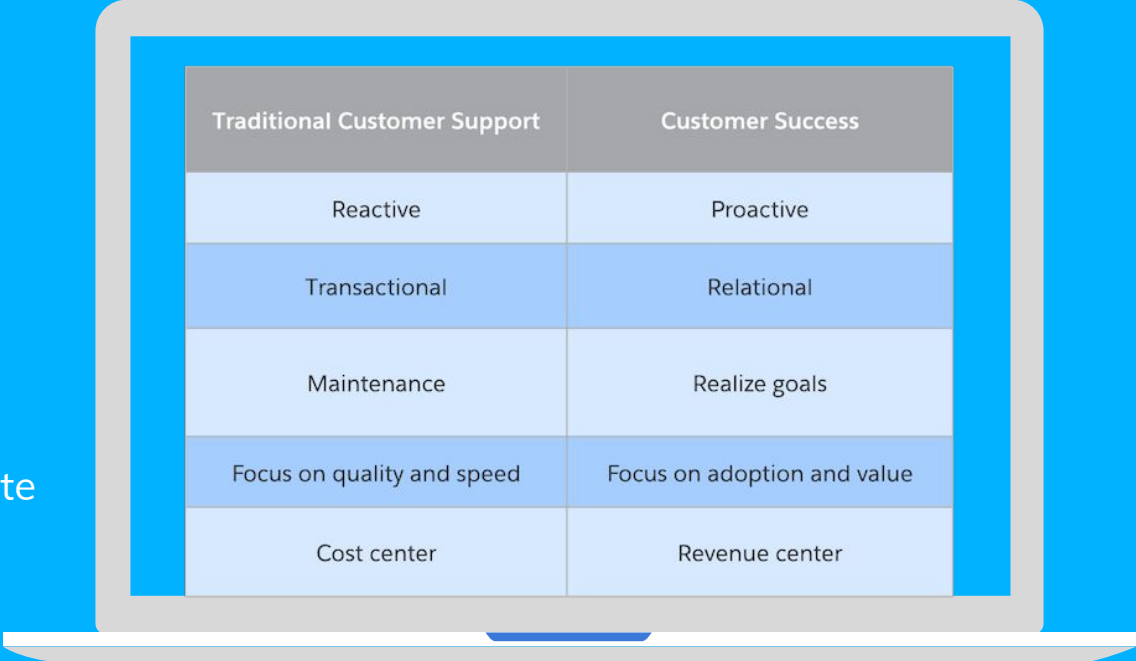
Shep Hyken - Connor J. Wilson

SUPPORT 1.0

- Reactive
- Transactional
- Maintenance
- Quality/Speed
- Cost Centre

Metrics:

- CSAT/CSAT Response Rate
- Time to Resolution
- Time to First Response
- SLA's
- One Touch %
- Backlog %
- Bot Resolution Rate



Traditional Customer Support	Customer Success
Reactive	Proactive
Transactional	Relational
Maintenance	Realize goals
Focus on quality and speed	Focus on adoption and value
Cost center	Revenue center



Quick Poll



17%

Increase in support tickets globally last year

A top-down view of a person's hands typing on a laptop keyboard. The image is in grayscale. A large, bold, blue '81%' is superimposed over the keyboard. To the left of the laptop, there is a pair of white headphones and a small potted plant. To the right, the edge of another laptop is visible.

81%

Try to find an answer themselves



Support is Changing!

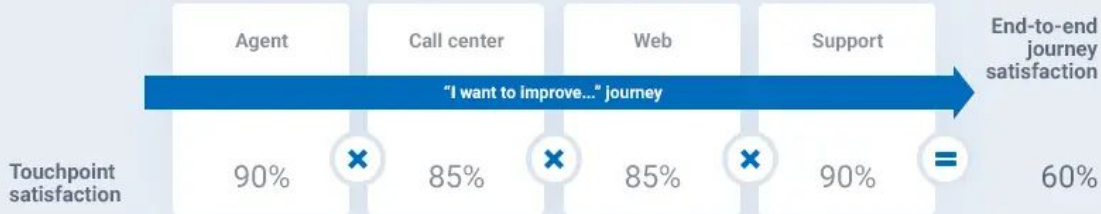
Are you ready for the change?

Best-in-class companies optimize customer journeys, not just touchpoints.

Customers experience companies through end-to-end experiences, not touchpoints



Individual touchpoints may perform well even if the overall experience is poor



Customer Journeys are well defined with a focus on optimization



Agent Experience

- Agent Experience is defined as the holistic view of how empowered, efficient and effective a company's customer service agents are.
- How: Better tools, training, automate, more customer data, specific and relevant feedback



Omni-Channel

- The omni-channel experience is marketing, selling, and serving customers on all channels to create an integrated and cohesive customer experience no matter how or where a customer reaches out.
- The experience should be the same for customers regardless of the platform or method they choose to use.
- Users want to connect on THEIR preferred platform. I.e WhatsApp jumped 219% in 2020

Who has a great Omni-Channel



Where to begin?

- Bring in all of those who impact the customer journey (marketing, sales, CS, product etc)
- Start with multi-channel if that is easier
- Pick your battles - Prevent repeat information!!
- “Ease your customers’ pain.” - Hazel Edwards

PROACTIVE SUPPORT

Anticipating issues that will arise or a feature that will benefit the user while they use your application.

How: Invest in self help, add AI bots that suggest features while they are on a page

77%

Are more loyal to businesses that offer top notch service

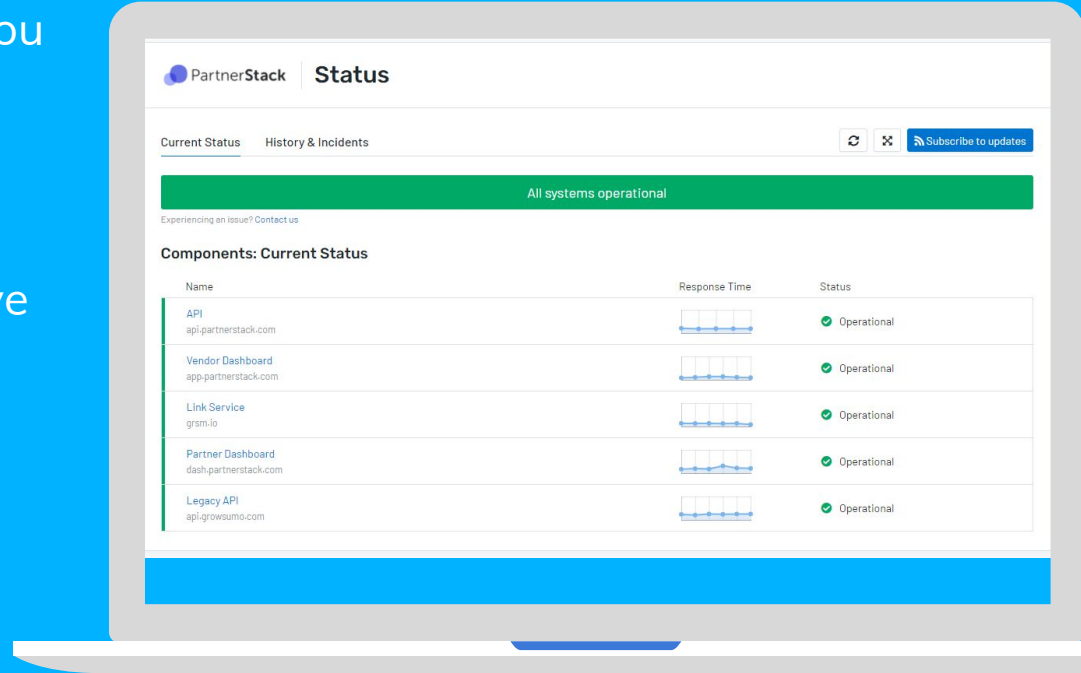
264 hrs

Saved annually per agent with use of a bot

SERVICE TRANSPARENCY

Customers want to know how well you are support them. Show your stats publicly.

When an outage or feature outage occurs give them the way to self serve





Summary



Summary

- Good Agent Experience = Good Customer Experience
- Communicate using tools that is convenient for your customers
- Support CAN be more than reactive
- AI and Bot can help you focus on the problems that need to be solved
- Invest in documentation

Metrics

Support 1.0

- CSAT/CSAT Response Rate
- Time to Resolution
- Time to First Response
- SLA's
- One Touch %
- Backlog %
- Bot Resolution Rate

Support 2.0

- Average Quality Score
- Agent Score

Plus all the goodies on the left

Thanks!

A hand is shown writing on a chalkboard. The word "Konrad" is written in white chalk on the board. The hand is holding a piece of white chalk and is in the process of writing. The background is a blurred chalkboard with some other writing.

Questions?



SUMMARY

Agent Experience (AX)

AX is defined as the holistic view of how **empowered, efficient and effective** a company's customer service agents are.

How: Better tools, training, automate, more customer data, specific and relevant feedback

Proactive Help

Anticipating issues that will arise or a feature that will benefit the user while they use your application.

How: Invest in self help, add AI bots that suggest features while they are on a page

Omnichannel Communication

Customers no longer just desire the ability to communicate with companies when and where it's most convenient for them — **they expect and demand it.**

Users want to connect on THEIR preferred platform. I.e WhatsApp jumped 219% in 2020

Service Transparency

Customers want to know how well you are support them. Show your stats publicly.

When an outage or feature outage occurs give them the way to self serve