

Customer Support

Who Participates?

When it comes to customer support, everyone in the company participates. After all, customer satisfaction is up to everyone. Within every company there is typically some form of employee process or chain of command to follow. Customer support often begins with a 'front line', or a set of agents a customer can reach out to for support at any time before, during, or after a sale. A common example would be agents in a call center or agents that speak with the customer over webchats and emails. If the agents are unavailable or unable to help, a team lead or customer lead can take over. If leads are not available, manager or directors can step in. No one is above providing customer support to customers that need it.

Formal Yet Conversational Style

Although emails can be seen as a casual format of conversation, it is important for companies and businesses to keep their emails formal and professional, but also portray them in a conversational tone so that they are more relatable to the reader. Conversational style is written in first person, so when you type back to the customer, use phrases such as "I" and "we". Use a greeting that has their name in it and sign off giving your name. It portrays to the customer that a live person is speaking directly to them and that the email they got back wasn't some type of form letter or automatic response.

Tips for formal yet conversational style email:

- Use a greeting with their name
- Use "I" and "we"
- Repeat back to them what was said
- End with your name



Research Analytics

You have all of the customer data, collected from surveys, feedback boxes, etc. Now what? All of that data needs to be analyzed. You need a software that will take all of the information and put it into a readable report. But first you must understand your customers and their circumstances. Was there a power outage that night in the area? Are there many customers that are all having the same problems? Knowing the circumstances for the data can be helpful in the analysis.

Research analytics are specifically designed to monitor the customers. They aren't simply business intelligence software products. They monitor the number of tickets, the specifics of the tickets, the satisfaction levels of the customers, and other details about the customers. Dashboards, pie charts and reports are a product of these analytical software tools. From these results, decisions can be made about making necessary changes.