

A Better Approach to Customer Support

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Product Support for WordPress

Why bother about customer support?



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- It can often be an afterthought
- The moment that something isn't going as expected
- Customer loyalty is at risk
- Customer loyalty affects profitability

The Traditional Approach



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“If you want to generate loyal customers through your support channel then you need to go above and beyond and really wow the customer.”

Joshie the Giraffe

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Joshie the Giraffe

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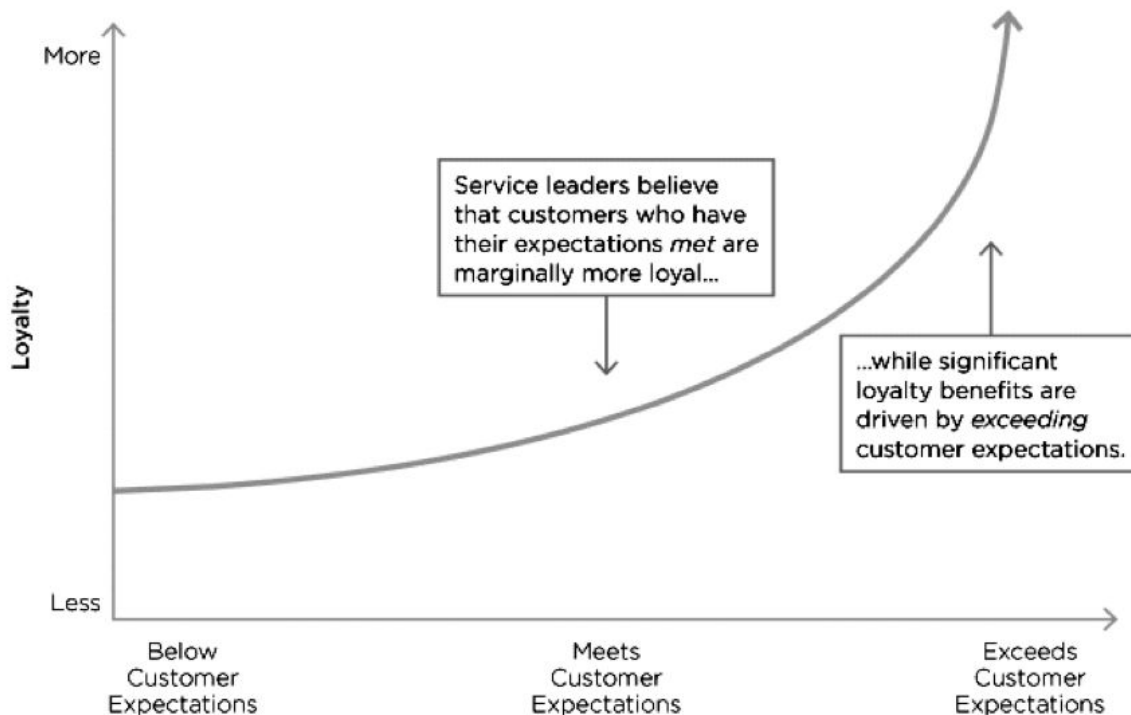
The Traditional Approach



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- Difficult to define
- Replicability
- Complex and expensive to implement
- Is it worth it?

The Traditional Approach: What Companies Think



Source: CEB, 2013.

CEB: The Research



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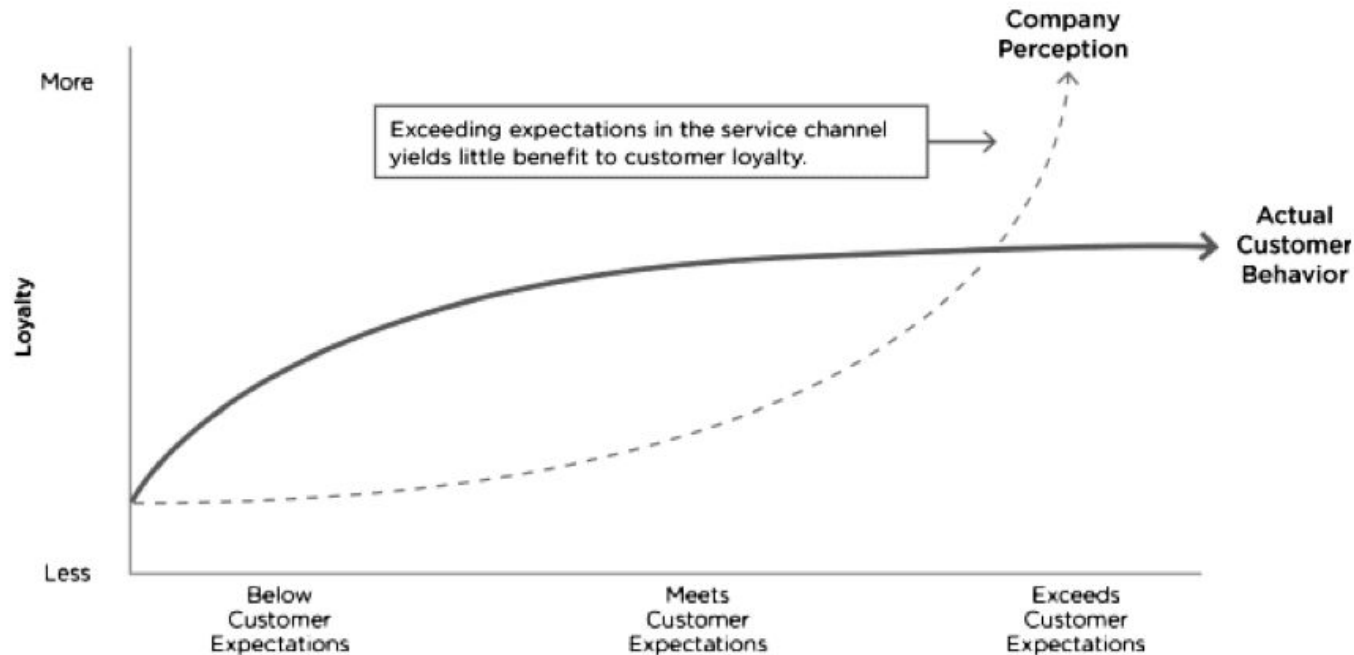
CEB conducted an investigation to find out what aspects of customer service drive customer loyalty, with a focus on:

Experience with Rep

Customer Effort

Moments of Wow

Delight Doesn't Pay



n = 97,176 customers.

Source: CEB, 2013.

Delight Doesn't Pay



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Companies are:

- underestimating the benefit of simply meeting customer expectations
- overestimating their loyalty returns from exceeding customer expectations

Customers:

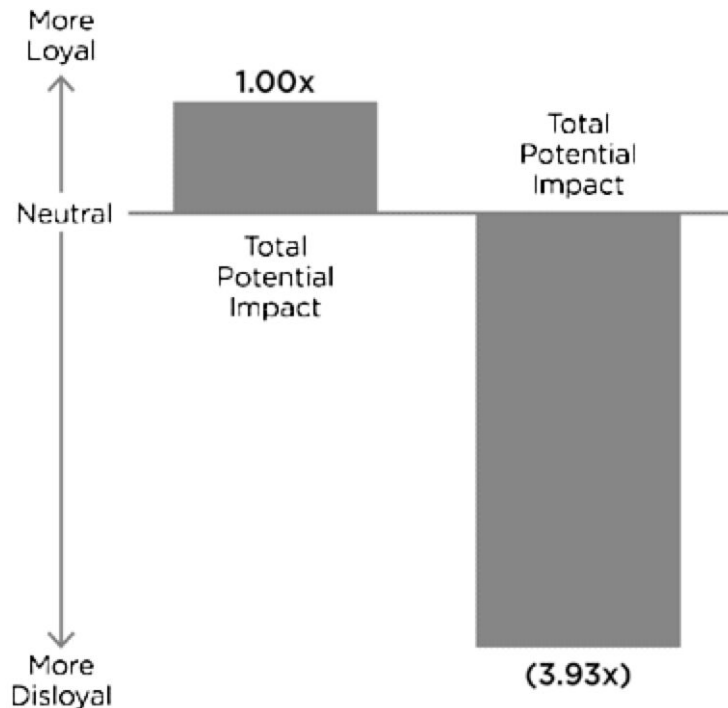
- Just want their problem to be solved

Customer Service Interactions Drive Disloyalty



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- 4x more likely to drive disloyalty than loyalty
- A bad service interaction creates a 65% likelihood of bad word of mouth
- A good service interaction only creates a 25% chance of positive word of mouth



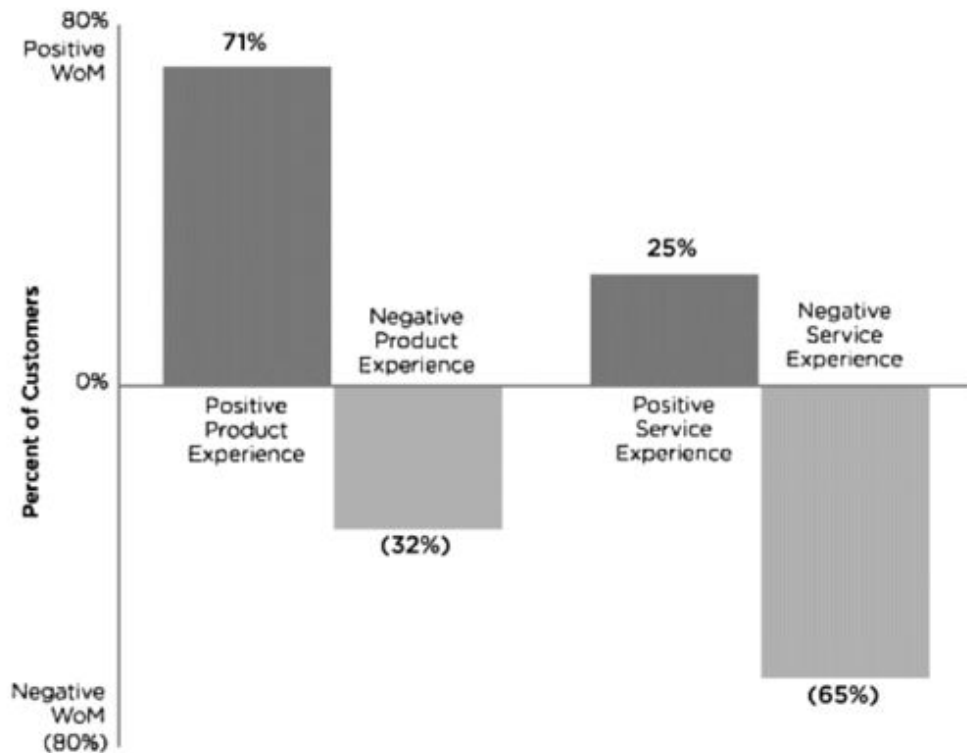
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Customer Service Interactions Drive Disloyalty



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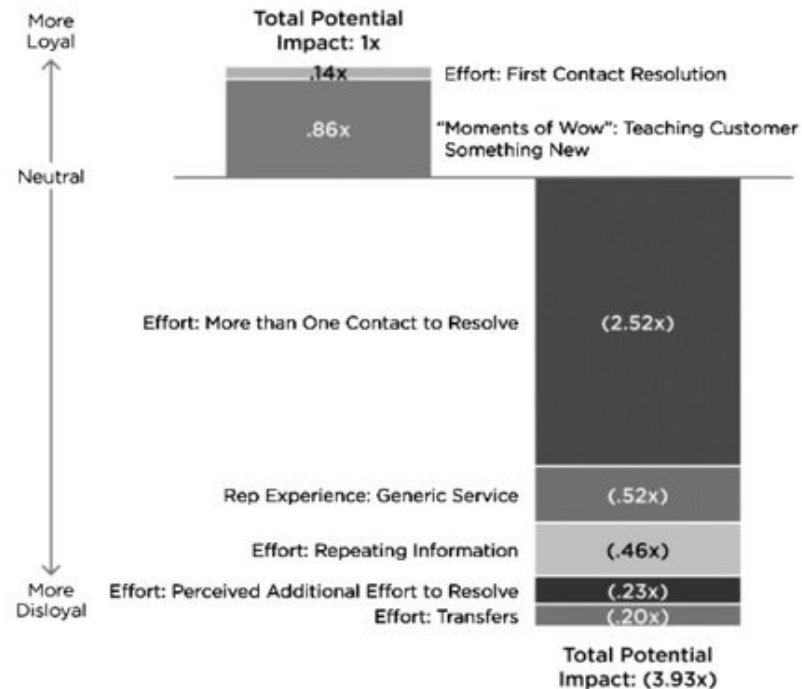
- Product experience drives positive WoM
- Customer support drive negative WoM
- Switch from a strategy of delight to mitigation

Mitigating Disloyalty



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- More than one contact to resolve
- Generic Service
- Repeating information
- Perceived additional effort to resolve
- Transfers



n = 97,176 customers.

Source: CEB, 2013.

Mitigating Disloyalty



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96% of customers who had high-effort experiences reported being disloyal, compared to only 9% of customers with low-effort experiences who reported being disloyal.

Next Issue Avoidance



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- More than one contact to resolve
- Next Issue Avoidance
 - Pre-empt customer's next issue
 - E.g. can't install plugin
 - Adjacent issues
 - Experience issues

Next Issue Avoidance



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- Requires more thinking
- Ten most common issues
- Adjacent & Experience issues
- Taxonomy of issues and next-issues
- Easily train the team to watch out for these

Experience Engineering: Advocacy



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- Perceived effort to resolve
- 2/3s of perceived customer effort is 'feel'
- How can we reduce customer effort that is only perceived?
- Advocacy
- “Demonstrate clear alignment with the customer and to support them in an active way”

“I’m sorry for the inconvenience. We’re going to have to get our developers to investigate this issue.

Please could you provide your FTP details?”

Experience Engineering: Advocacy



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“I’m sorry for the inconvenience. I understand how frustrating it can be when a plugin isn't working as expected. Rest assured, we will work with you to get to the bottom of this. I have done some investigation to try to isolate the issue, by checking for plugin conflicts, caching issues & CSS conflicts, but I’m unable to find the cause.

This means that we will need to escalate this to our developers so that they can take a closer look.

They will try to identify whether this is caused by a bug in our software or if there is some other problem specific to your website that is causing the issue.

If there is a bug in our software, we will be able to release a fix for it that will solve your problem.

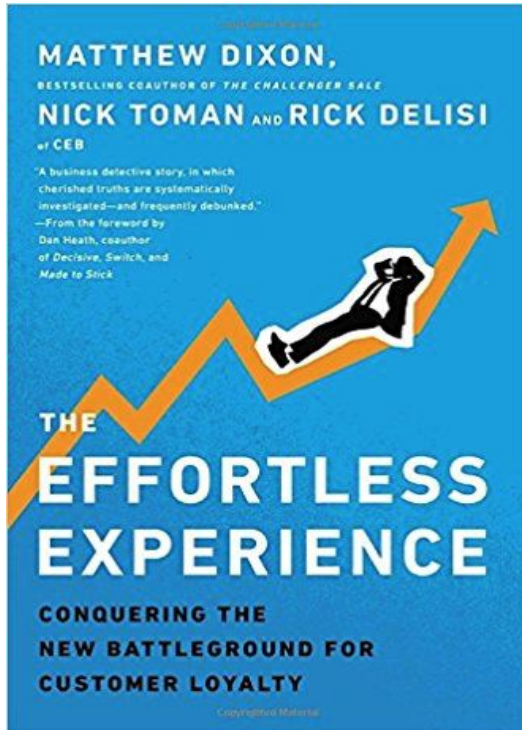
Please note that our developers might take 2-3 days before they can investigate this due to a large backlog of issues to get through.

Please could you provide your FTP details and we will update you as soon as the developers have looked into this.”

Recommended Reading

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The Effortless Experience

by Mathew Dixon, Nick Toman, and Rick DeLisi

Thank You for Listening

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Questions

Thoughts

Comments

Questions For You

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That Delightful Moment?

Questions For You

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Disloyalty To A Product or Service?

Questions For You



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How does today's learning about 'effortless experience' change YOUR way of providing customer support? Is this something that you or your company is already doing? Tell us how.

Using one of the ‘effortless experience’ techniques - Next Issue Avoidance, Advocacy, Experience Engineering, how do you intend to use that in your line of work now?

Download 'A Better Approach To Customer Support' by Arron Parkinson at <http://levelup.support/a-better-approach/>

Contact Us



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