

A How-To Guide for Customer Service:

HOW TO KEEP CUSTOMER SATISFACTION UP, COSTS DOWN, AND OVERALL SUPPORT CENTER EFFICIENCY ON THE RISE



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hether you are in customer service, or technical support or a management team, the pressure is on. It is a world where customer satisfaction has never been more important – and never more difficult to maintain, where traditional product organizations are shifting to a service paradigm, and traditional cost centers are being transformed into revenue generators. We took a look at this evolving world and gathered together some practical ideas for getting the most out of your support organization.

HOW TO KEEP CUSTOMER SATISFACTION UP

ENGAGING CUSTOMERS IN
THE SUPPORT PROCESS
SPEEDS PROBLEM
RESOLUTION – AND MAKES
FOR HAPPIER CUSTOMERS

In an increasingly service-oriented economy, organizations are finding more opportunities to engage with customers, increase retention and loyalty, and drive revenue through cross-sell and up-sell. However, with great opportunity comes great responsibility; if your services are not what today's demanding customers want, the consequences to your organization can be costly.

76% of customers who have a negative experience with a business switch to a competitor. And in today's world, that loss doesn't stop there—customers are more likely to widely share that negative experience through their social networks, influencing others and potentially resulting in more, costly losses.

Here are some key tips to ensuring customer satisfaction:

- ◉ **Use a multi-channel approach** to reaching your customers in the way they want to be reached by leveraging chat, text, phone, web, remote control and interactive video support, etc.
- ◉ **Incorporate valuable customer and field service team** feedback into building new processes and improving product roadmaps.
- ◉ **Provide customers with a platform** (i.e. community forum) to voice their experiences and use that as an opportunity to turn those customers into positive brand ambassadors.



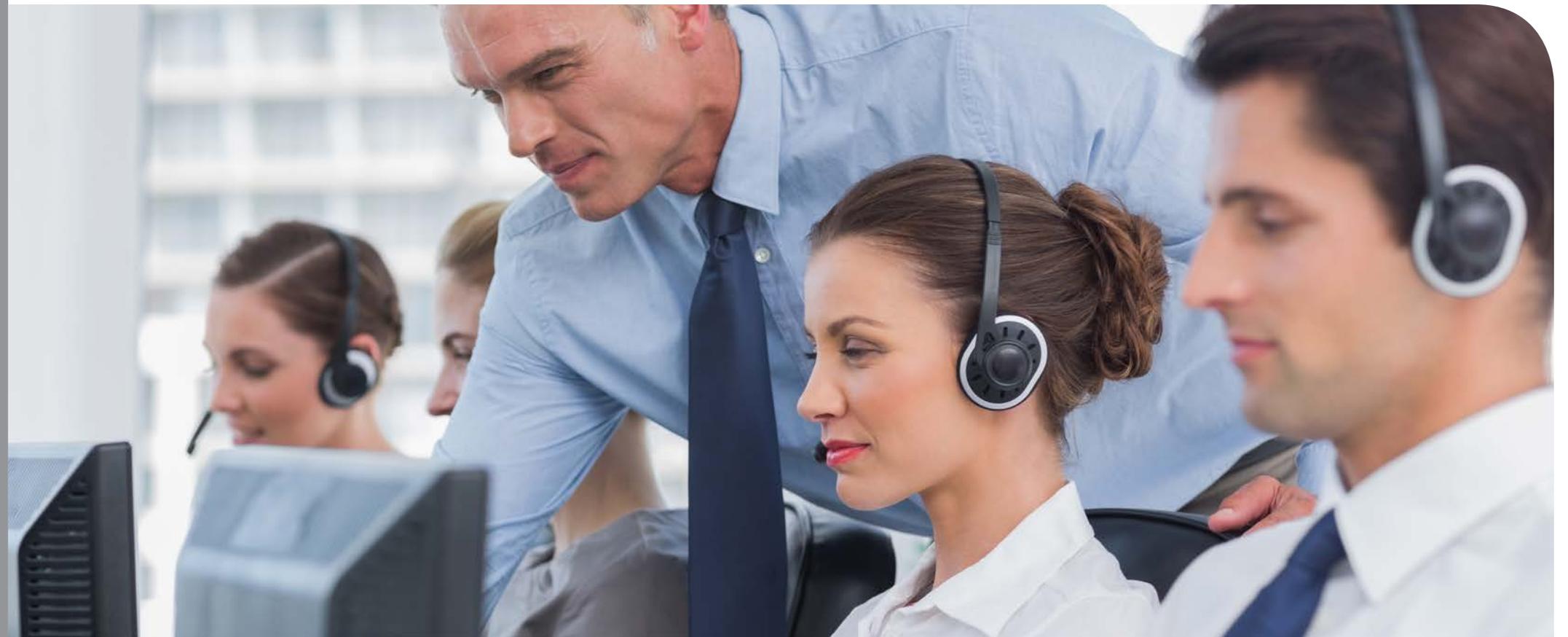
HOW TO CUT COSTS AT YOUR SERVICE AND SUPPORT CENTER

RESCUE LENS, LOGMEIN'S
LIVE-VIDEO SUPPORT TOOL,
IS HELPING A GLOBAL
CONSUMER ELECTRONICS
COMPANY REDUCE ITS
TRUCK ROLLS BY 50%

For businesses that rely on a field service team to foothold their support organizations, pressure on executives to cut costs and create value-added services as a competitive advantage will only continue to intensify. And while traditionally these field support teams were accepted as cost centers, they are now expected to maximize ROI and generate profit for the business.

We've identified a few ways your business can deliver superior support services at little-to-no cost, and still see huge return:

- ◉ **Updating customers** on service requests through texts, or calling ahead with a status on the support technician's location provides better visibility and keeps the customer engaged.
- ◉ **Utilize Video Support** tools in your service center to see the service issue before the technician is on site. This will simultaneously streamline paperwork, part ordering and technician dispatching.

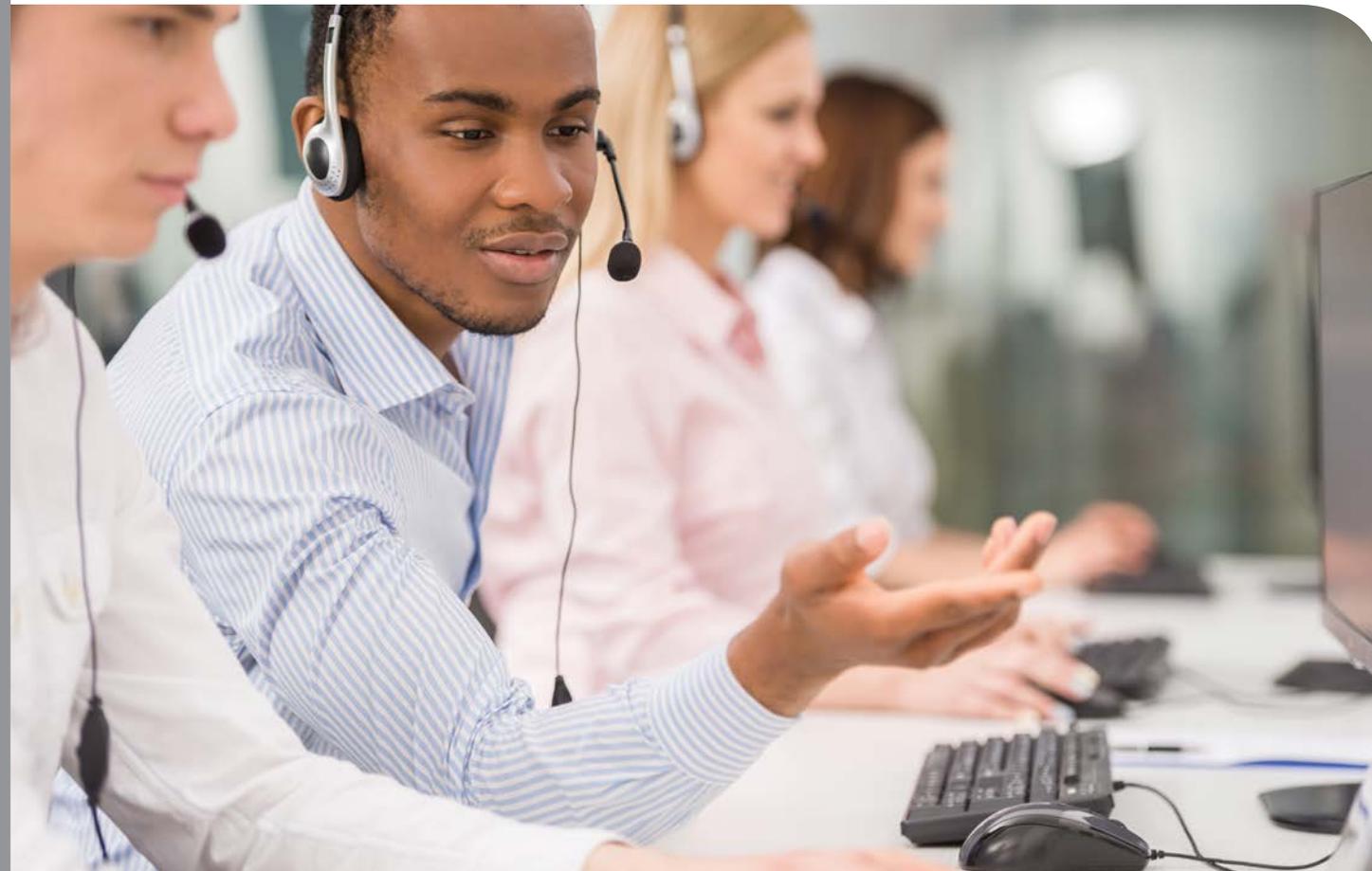


HOW TO KEEP OVERALL SUPPORT CENTER EFFICIENCY ON THE RISE

WITH RESCUE LENS LIVE-VIDEO SUPPORT TO IMMEDIATELY ASSESS DAMAGE, ONE UK INSURER HAS CUT A 5-DAY CLAIMS PROCESS TO JUST 4 MINUTES.

According to a recent TSIA report, the average utilization rate for technicians is **73%** – equating to thousands of dollars in loss daily. Organizations’ inefficient processes are forcing technicians to expend too much effort on paper-based and unnecessary manual practices, and wasting time waiting at the parts depot, driving from site to site, and back and forth phone calls. Not only is technician time not being effectively utilized, but customers grow increasingly more frustrated with longer down-time, threatening their loyalty and risking brand abandonment.

Ensure your customers are satisfied:



- ⦿ Not **booking enough time** for a technician to finish a job directly translates to more money spent on more site visits and aggravated customers. Avoid this pitfall by fully understanding the solve for the customer issue before the technician is deployed.
- ⦿ **Eliminating paperwork** by using mobile devices to manage documentation and allowing technicians to access customer history, technical information, and warranty details.
- ⦿ **Optimizing time** by dispatching the closest technician to a customer site, allowing schedulers to add more jobs to their calendar.

FOCUS ON THE
CUSTOMER

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DEMO TODAY

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www.rescuelens.com



Rescue Lens is an innovative, live-video support tool that lets your customer service representatives see precisely what a problem is, through the eyes of the customer, without their having to leave the call center. With Rescue Lens, customers use their smartphone or tablet camera to stream video directly from their site to your service agents. The result is faster time-to-solution, reduced truck rolls, fewer product returns, expedited claims, and happier customers.

You'll find more information on Rescue Lens [here](#).

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