

Customer Support

Customer support used to mean a face-to-face conversation with a customer, or a phone call. Today, technology has changed how we approach customer support. It now encompasses the internet, websites, webchats, and even smart phone apps. The customer experience begins long before the purchase is made.

With our Customer Support workshop, your participants will discover the new opportunities in customer support services via the internet, but also how to use these opportunities to their advantage.



Course Outline:

Module One: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

Module Two: What Is Customer Service?

- Support vs. Service
- Who Participates?
- Metrics
- Trends
- Case Study
- Module Two: Review Questions

Module Three: Challenges

- Customer Challenges
- Crisis
- Ticket Backlogs
- End Relationship with Customer
- Case Study
- Module Three: Review Questions

Module Four: Email

- Formal Yet Conversational Style
- Scripted Yet Authentic
- Explain Information Carefully
- Results
- Case Study
- Module Four: Review Questions

Module Five: SMS

- Convenience of Texting
- Apps and Software Available
- Information to Communicate
- Professional Communication Through Text
- Case Study
- Module Five: Review Questions

Module Six: Webchat

- Personalize
- Apps and Software Available
- Real Time Support
- Etiquette
- Case Study
- Module Six: Review Questions

Module Seven: Multi-Channel Apps

- Different Multi-Channel Apps
- Pros
- Cons
- Making a Decision
- Case Study
- Module Seven: Review Questions

Module Eight: Support Ticket Apps

- Different Support Ticket Apps
- Pros
- Cons
- Making a Decision
- Case Study
- Module Eight: Review Questions

Module Nine: Documentation

- What to Document
- Using Tools
- Prepare Documentation
- Retain
- Case Study
- Module Nine: Review Questions

Module Ten: Feedback

- Surveys
- Boxes
- Analytics
- Usability
- Case Study
- Module Ten: Review Questions

Module Eleven: Be Proactive

- Research Analytics
- Discover Opportunities
- Prevent Problems
- Provide Support Before People Know They Need It
- Case Study
- Module Eleven: Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations