

Online Support Demystified - Strategies For SMEs

By

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It's Effective

- Good customer experience correlates highly to LOYALTY
 - Customer Experience Quality contributes swing of \$242 million for a large bank and \$184 million for a large retailer

» Forrester March 2008 "Business Impact Of Customer Experience" Report

It \$aves

- Typical cost of telephone support is \$100 to \$200 per call, as opposed to \$20 per incident for online support

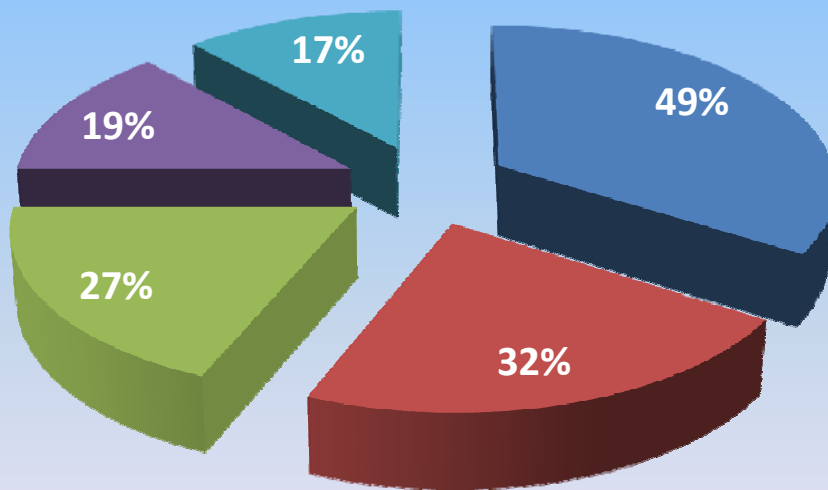
» [Giga Information Group](#) (Acquired by Forrester)

» [More details here](#)

http://articles.techrepublic.com.com/5100-10878_11-5025393.html

It's Easy

- What North American consumers liked about their online chat / support interactions:



- I was able to speak to someone immediately
- Personalized Information - for me for my situation
- I had a simple question that would have been a waste to call about over the phone
- Allowed me to speed up Product Research
- I did not need to tie up my phone line to get my questions answered

Online Support



Self Support

- Knowledge Base
- FAQs
- Tutorials
- Trouble Shooter
- Discussion Forum



Assisted Support

- Trouble Ticket Management
- Live Chat
- Click to Call
- Proactive Chat

Self Support - Knowledge Base

- List detailed common Tech Questions and respective resolution process
- Use of Search Engine Friendly URLs will help in gaining Search Engine Ranking – As prospective customers are searching for “How do I do this...” type of search terms
- Helps the new support team members to answer to questions
- Enhance Quality Web Content / Corporate Image

Self Support - FAQs

- Provide simple one line / one paragraph answers to most general frequently asked general questions
- Reduces contact for the simplest problems
- Makes life simpler for customers and support

Self Support - Tutorials

- Make online videos, on how to do...or how to use..
- Live demonstrations
- Voice over is recommended
- Companies that provide these services:
 - Butterscotch.com (Tucows) around \$800 per review
 - eyeviewdigital.com around \$1000 per review

Self Support - Trouble Shooter

- Step by step guide to resolve issues
- After the process is over and issue is not resolved, provide customers with various other options like KB, Live Chat to resolve issues.

Self Support - Forums

- Help customers raise unique issues / requests. Where other customers can provide help. Have a Manager to each discussion to ensure moderation, quality and to provide expert resolutions.
- Helps in understanding customer needs and adding items to product / service functional road map.

So, what do I need and how do I get it?

- Tools based on your need
 - Independent Apps
 - Complete Suite
- Ownership based on your want
 - Hosted (Application Service)
 - Download

Going Beyond Tech Support

- Enhance Search Positions
- More Eyeballs thru Social Bookmarking
- Increase in corporate recognition
- Add creditability to your business.
- Assurance that Post Sales support is available
- More ideas on product roadmap

Cost Effective Options

Download your copy of a comparison sheet from

<http://www.supportaxis.net/sic/comparison.xls>

or

<http://www.supportaxis.net/sic/comparison.zip>

Thank You

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