



# IMPROVING CUSTOMER SUPPORT THROUGH UNIFIED OMNICHANNEL CUSTOMER SELF-SERVICE

## WHAT IS UNIFIED OMNICHANNEL CUSTOMER SELF-SERVICE?

### OUR STORY

As veterans of the software and customer service industries, we shared the same pains as today's customer service teams do.

Over the course of our tech jobs—as CEO, software developers, and customer support professionals—we watched in frustration as communication consistently broke down within teams and across departments.

We knew there had to be a better way. And that's why, in 2009, we created TeamSupport. Drawing upon industry best practices honed in numerous workplaces, our product today is widely considered one of the best in the field.

Let's look at the term “unified omnichannel customer self-service.

Unified: Everything together in a single system

OmniChannel: Omni (all) channel (methods of communication)

Customer Self-Service: Your customers helping themselves

**So together, it's a system where your customers can help themselves in one place, using all methods of communication.**

Simple right? Not as simple as you'd think. Many companies struggle with moving to an omnichannel environment - while multi-channel support has become an expectation in today's customer service culture, omnichannel can be a bit more complicated.

So what's the difference?



**Multi-Channel** means having various channels available for customers to submit requests: email, chat, web interface, mobile, social media, etc. Although this sounds like a great idea, it often means the customer support department has to run 5, 6, or even more applications to manage all of those customer interactions.

For the customer, there is no connection between the systems, so what is logged in one may be completely invisible in another.

Think of it like a wagon wheel - with support in the middle, and all of the different channels feeding into it as separate spokes. That is where omnichannel support comes in.



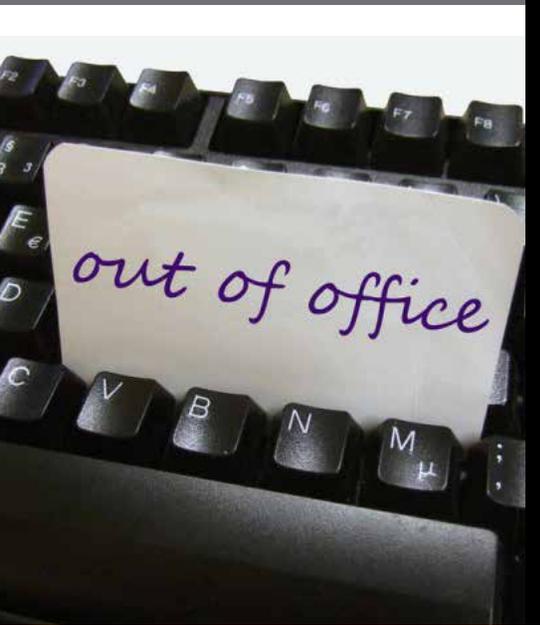
In **Omni-Channel** customer service, customers have access to the same multitude of channels, but they are PART of the support team - a consistent, integrated system that is all connected.

In a word...Integrated



The Support  
Experience is Just  
as Important as the  
Product Itself

MAINTAIN  
CONSISTENT, HIGH  
QUALITY, ACROSS  
ALL CHANNELS



## What Do Customers Want?

Customers don't want to wait. Forget the old adage "have the right product at the right place, at the right time" – now you need to have the right information available at *every* place, *any* time the customer wants it. Your customers should have the choice of which medium to use, and not have to wait for normal business hours to get their questions answered. They don't want to repeat themselves to multiple agents, or make multiple contact attempts to get the right answers. They want the right information, 24/7, on their choice of channel. And they want to be able to help themselves.

## WHAT ABOUT THE CUSTOMER?

According to studies by Forrester, Gartner, and Synthetix, 2/3 of consumers use web self-service to find answers to their questions. 90% of consumers always check a website before e-mailing or calling a company. By 2015 50% of online customer self-service activities will be done by virtual agents and by 2020, customers will manage 85% of their enterprise relationships without interacting with a human.



AT LEAST 50% OF  
CUSTOMERS WILL  
LEAVE DUE TO A  
BAD CUSTOMER  
SERVICE  
EXPERIENCE

*\*Source: Accenture*

## What do customers expect?

The world of customer service is undergoing a paradigm shift. The new generation goes to self-service options first, and to a live person second. To reach them, you need to offer self-service options.

With a unified omnichannel customer self-service system in place, customers can find the answers they need on their own, whenever



they need to (remember ALL places ANY time). They can ask for help using whichever channel they prefer: online, mobile, chat, social, email, phone, etc. They can get these answers any day or time, without ever having to pick up the phone and talk to a human being.

## HOW DOES OMNICHANNEL SELF-SERVICE HELP THE CUSTOMER?

Customers can help themselves by finding the answers to their issues on your website using your knowledgebase, or collaborate with each other to resolve issues/answer questions in community forums.

They can access the product database through your customer portal to see what products/versions they have with the click of a mouse.

Customers can move from channel to channel in a seamless experience, and with consistent branding (your customer shouldn't even notice a difference between channels – there should be nothing to install, same layout, same options, and easy to find information).

Best of all the customer does not have to repeat themselves, or start all over in a new channel (having to search in 5 different places for an answer is just as irritating as calling customer support and being passed through 5 different reps to get the right answer).

Unified Omnichannel Customer Self-Service improves the entire customer experience by increasing efficiency and reducing the time they have to invest to solve their issues.



**It costs 6-7 times  
as much to get a  
new customer as it  
does to retain an  
existing one!**



Let's look at some of the pain points support departments have. If you've attempted multi-channel customer service, then you know how difficult it is to integrate several separate solutions together. You're also paying for multiple systems, not to mention trying to manage software upgrades and contracts from different vendors. Your agents are using multiple screens, which is confusing and slows productivity. And if you're like most of our customers, you're concerned with providing exceptional customer service.

## HOW DOES OMNICHANNEL SELF-SERVICE HELP THE SUPPORT TEAM?

**Happier Customers:** Your customers get the answers they need quickly and easily, any time, any where. You are able to provide better service, because you can see their entire ticket and contact history - all issues from all channels in one place.

**Increased Agent Productivity:** Self-service means fewer incoming support tickets, which frees your agents to address higher level issues. This also means faster ticket resolution time, which is directly linked to customer satisfaction.



**Save Money:** Since phone support is the most expensive channel, reducing the number of incoming calls saves you money. Using one integrated system also saves you money and hassle from dealing with multiple systems.

**Unified Reporting:** Consolidating all of your customer support systems into one makes it a lot easier to get metrics, so you can report on your team's success, and find areas for improvement. Having customer interactions recorded in one place also lets you report on customer metrics and be more proactive.

Happier Customers

Increased Agent  
Productivity

Reduce Costs

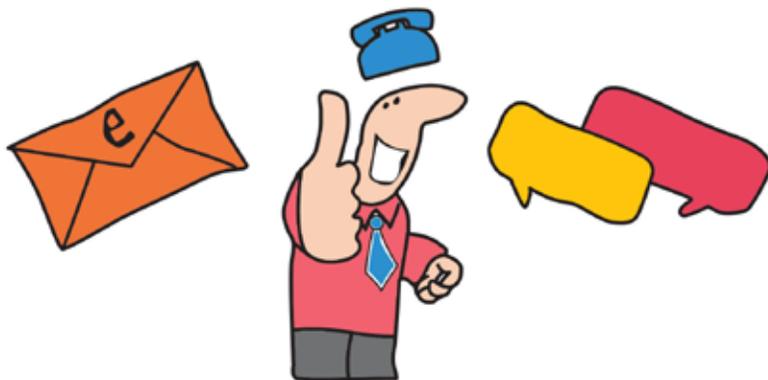
Unified Reporting

**Let's look at an example:**

One of your customers submits a trouble ticket after business hours via email, but then realizes you offer livechat so reaches out and gets an immediate answer. When the agent accesses the customer database, he sees the original email, so he merges the two tickets (avoiding a duplicate and unnecessary call to the customer). The agent then adds the issue to the knowledgebase because it was a common issue that will likely come up again.

The same customer gets a new computer a month later, and experiences the same issue. The customer goes to your customer portal to submit a ticket but as they type the issue the ticket deflection feature automatically suggests a knowledgebase article that was created from their previous ticket. The customer has their answer, and no longer needs to submit a ticket or wait for an agent to respond. Since they're already in the portal they jump on the forum to leave a note about how easy it was to fix the issue and how great the support team is at your company.

Likewise if your customer had phoned the help desk, or started another live chat, your agent would be able to greet them with full knowledge of the previous issue and quickly answer the question.



**A well-designed  
knowledgebase can  
be the center of  
your customer self-  
service solution**



**WHAT MAKES A GREAT OMNICHANNEL CUSTOMER SUPPORT SYSTEM?**

A well designed customer support system uses knowledgebase articles (ideally restricted to just the products that customer has) to provide customer self-service. Better yet, it makes use of ticket deflection, FAQs and auto-responses to make the customer support experience faster and more customized. Having a unified system means customers can create and view tickets online, get real-time updates and see historical interactions.

## TEAMSUPPORT: AN OMNICHANNEL SOLUTION

TeamSupport is a leading vendor in omnichannel support by offering an integrated, seamless product that is easy to deploy and maintain. Some of its core capabilities include:

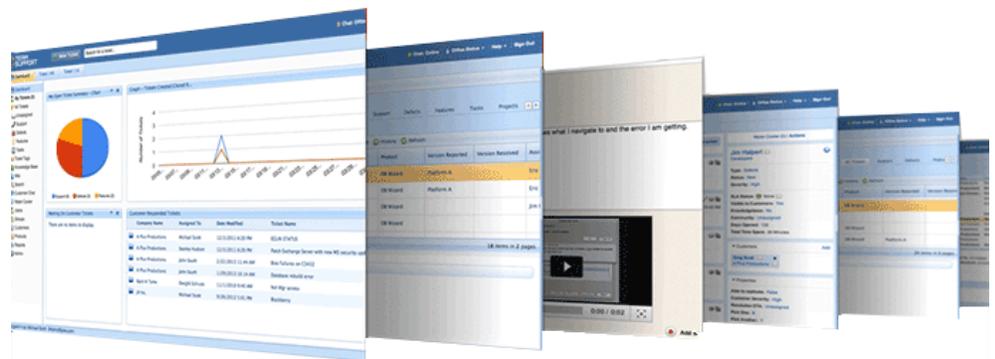
- **Customer Self-Service:** An advanced customer portal that allows clients to manage their tickets and interact with other customers
- **Multi-channel Support:** Integrated email support, live chat, customer and product database, and seamless integration with popular CRM systems
- **Customer-centric:** Robust customer database lets you manage customers at the company level to provide true customer support
- **Understand Your Customers:** Consolidate customer interactions with powerful search and reporting tools
- **Management Tools:** Including reporting, rights management, ticket flow automation, and interfaces to BI tools

In business to business environments, this is especially important - customers want to see all interactions with their company, product notes, documentation, and even download product updates in one place. Integrating customer forums and online communities even allows different customers to communicate with each other to solve issues.

### WHAT TO LOOK FOR IN A SYSTEM

**Unified:** A great customer support system offers a smooth transition between channels without a lot of add-ons or separate programs needed to get all the features. Integrated channel management means all tickets are handled in the same system, regardless of source.

**Customer Portal:** This should be customizable to maintain consistent branding and give the customer one place to find answers/submit tickets/chat/etc. The portal should also give access to the knowledgebase and a community forum.



**Ticket Deflection:** Increases agent productivity AND customer satisfaction, this should be tied in to your knowledge base.

**Customer-centric:** A business to business support system must have the ability to view tickets across the customer company. This means tickets from all contacts and all sources, so you can better understand your customer at the company level, and provide an exceptional customer experience.

**Mobile Version:** A mobile version of the app will allow your agents to work anywhere, any time.

TIERED CUSTOMER SUPPORT IS DEAD...  
AND THAT'S GOOD FOR BUSINESS

**Cross-channel analytics:** With all channels routing through one system, a robust reporting feature will let you consolidate all customer interactions, without having to go into multiple systems. This means better visibility into customer behaviors, ticket resolution times, and potential at-risk customers.

In today's fast-paced business world, multi-channel support is an expectation, to compete you have to offer it. But why settle for being like everyone else - to differentiate you need to do it WELL, and that means moving to an omni-channel support system that enables customer self-service.



**TEAMSUPPORT IS DESIGNED  
FOR EXTERNAL-FACING  
CUSTOMER SUPPORT TEAMS.  
CONTACT US TODAY TO LEARN  
MORE ABOUT OUR UNIFIED  
OMNICHANNEL CUSTOMER  
SUPPORT SOFTWARE**

**Features like screen recordings allow customers to record their issue and send it to an agent to show exactly what is going on (24/7 via email).**

#### **ABOUT TEAMSUPPORT**

TeamSupport provides powerful yet easy-to-use, Web-based enterprise software that helps businesses provide seamless, effective omnichannel customer support by enhancing collaboration and breaking down internal barriers. Using their skills as software and customer support professionals, and drawing upon industry best practices honed in numerous workplaces, TeamSupport has built a product that is widely considered one of the best in the field.