@ LiveAgent

The ABC of helpdesk
for small eshops

How to build customer satisfaction and strike more deals

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Introduction

Overview

This ebook can help all e-shop owners who take their business seriously. Grow your revenues and build long-lasting goodwill by implementing help desk solutions. Learn why help desk stays one of the most important building blocks of great customer service, how to choose from a number of offers and see to be prepared for.

Mastering communication is the first step on a long journey how not to be just one of many. If you provide good customer service, people will be able to get the information they need. Your customers will come to you because they want you specifically, not because they've found you through a price comparison engine.

Chapter 1

How to listen to your customers effectively

If you want to know what your customers are interested in, start listening to what they say. But listening closely is not enough. You have to act accordingly and communicate all your actions. At the beginning it might work like a charm.

But the more customers you attract, the more questions will arise and the more problems you will need to solve. Smooth and stress-free communication is one of the main factors that make reliable e-shops stand out from the rest of the crowd. But how do you know it's the right time to start looking for a professional solution?

It's simple. Your inbox will be bursting with new requests and your phone won't stop ringing. You will also see it in your analytics. Do customers put things in their shopping basket but you keep on losing them during the process? This shows us that you need to approach them in a better way and safely guide them through the whole process. You can't do this via phone or emails.

In this chapter, we will have a look at the advantages of help desk softwares for e-shop owners and you will learn how to choose the best fit.

Effective communication under one roof

Emails

Depending on the size of your business, you will have a fair number of customers who will frequently send you questions related to your products. It can become really messy. Having this many emails in one single account with no tool to manage them is difficult.

Help desk software can sort out your emails into chosen categories, depending on the email account to which the customer is replying. For example, if a customer sends an email to 'support@...', this email will be directed to Tech support team. If the email is addressed to 'sales@...', this email will be sent directly to sales staff. Such management of emails is truly beneficial - it saves a lot of time by forwarding relevant requests to relevant employees.

Also, you may own a business where you run many different e-shops. In this case, you get a lot of emails from customers shopping at all of them. Instead of having a separate system for each e-shop, it is much more efficient and cost-effective to have one centralized help desk software that sorts out every email and forwards them to the relevant email address. This makes sure that a maximum number of customers will get answers.

Another advantage of using centralized communication is that all the information about a customer and their requests is logged in one single ticket, instead of complicated and often separate email threads. This way every person dealing with this customer immediately sees their whole communication background (going back a few months) so there is no need to investigate and ask them the same questions all over again. Your customer gets your attention ASAP, his satisfaction grows (or dissatisfaction decreases). Thanks to centralized communication you will get instant overview of which team, department or eshop gets the most requests. You can allocate your human resources accordingly.

As your e-shop grows, also your teams will change, which is only natural. When a newbie arrives, both of you can clearly see what their predecessor was working on. Immediately delegate the work without worrying that some of customer's requests would be left unnoticed. The newcomer will be able to jump on board without clients even noticing it.

Social Media Integration

Social media providers such as Facebook or Twitter have revolutionized the way businesses market their products and connect with their customers. Having your own business page on Facebook makes it a lot easier for customers to find out about your products and services. In fact, it makes the whole marketing easier and effective. As a businesses, you can engage with customers in real time which really motivates the customers in return.

Oftentimes customers post their queries, complaints or reviews right to your Facebook page. Obviously, you need to log in to your Facebook account to see these millions of posts about your company. Surely a very tedious and boring task.

Help desk software allows you to integrate Facebook or Twitter posts or posts on similar platforms into your ticketing system. This way, those posts are sent directly to your system without the need to log in to Facebook every time and read them manually. Use the software to reply to your customers directly.

Security

The increasing integration of technology into the business realms has created many opportunities. But at the same time, it has also posed many new dangers. The biggest problem that businesses are facing now is security.

With the evolution of technology, attackers are not lagging behind. They are constantly finding ways to illegally access confidential information and exploit it to their own advantage. Unsurprisingly, businesses are spending millions of dollars to upgrade their systems and enhance their security measures.

Help desk softwares help with security issues. The software allows you to restrict access of chosen support staff and customers, as well as to particular departments. This way, your staff may need permission before even using the system. Guest access can also be controlled easily through special user accounts. Such measures contribute immensely to data protection and the entire system is less likely to be attacked.

Spam emails have become a really common annoyance these days. You have probably come across many already. Help desk softwares solve this dilemma with their highly functional tools and help of human verification.

Last but not least, many softwares come with a feature that lets users change password themselves. No more contacting IT service staff in cases when one of the users have forgotten their passwords. Also, there are tools that create reports on user activity.

Reports

Help desk softwares help you generate reports as well. You can have your reports scheduled for specific times and export or send them through various tools available. You can get reports on any changes, problems, incidents and much more.

Therefore help desk softwares really improve the way you do business in terms of efficiency and building lifelong relationships with your customers.

How to choose the best solution

There is plenty of help desk solutions on the market. The more possibilities you have, the tougher the decision. Tailoring the perfect fit can mean going through several trial versions and lots of sales proposals. So before you start searching on the internet and reading reviews, it is good to know your possibilities and needs.

Know your budget

Beginning with 0 and ending with sums with multiple zeroes. The pricing of help desk softwares offers a wide range. But don't get tricked. Expensive does not always mean better. Also, cheaper does not always mean saving on the right thing. Start with paying for a license for at least 6 months. If you get improved service that brings you more customers and the software pays for itself, it's a keeper.

Think about functionality

When choosing the right helpdesk software, you should consider whether the solution includes basic support channels: email, offline support portal/knowledge base, forms, live chat, call center, social media coverage. Put more focus on the channels that you use the most.

Integration methods (plugin availability)

Look for an integration possibilities or plugins for the systems you already use - shopping cart integration or Content Management System. If you can't find it, check if the software is customizable. Can the software be connected with other third party applications like email marketing tools, CRM software or payment processors?

Don't forget about branding

If your communication is without any visible branding and you use generic templates, it gives out a message that you are not interested in high quality service. Even an automated message without a logo is just the same as a Facebook profile without a photo. It doesn't have any credit. Make sure the tool you choose can be branded with your logos, URLs, copyright and legal information.

When choosing a help desk solution, you are not looking just for a complaint management program. You are about to choose a powerful tool that improves customer satisfaction, improves your processes and identifies weak spots in your business.

Save a lot of time with LiveAgent

the centralized multi-channel helpdesk software. Try out our 14-days free trial!

Try it free

Decision made. Now what?

Setup of a help desk solution is a nail biting process for many eshop owners. But there is no need to be so concerned. You won't need large teams of programmers working long hours. It is easier than you might think.

Planning

The first and foremost step of setting up your software aligns with the things that you should consider before buying your software. Have a concrete plan what software you need, what are the most important features for you, etc. Make sure your software has an efficient online ticketing system so that your customer service is enhanced.

Setting up Channels

The whole point of setting up a help desk is to engage with the customers more effectively. This means you have to set up various channels through which you can connect to your customers conveniently.

You can start by setting up your emailing system. Customers would always want to contact you through emails and it is your job to keep them happy. "Ticket" every email or complaint and categorize them, prioritize them and send them to the right support staff through the email management feature mentioned above.

Have a real-time chat. Users just click a button and a chat window goes live with a representative who is ready to answer their questions. This gives you a great opportunity to engage with customers very effectively.

It is always a good idea to stick with the traditional phone system. Some customers may still think this channel to be more reliable than others.

Train the staff

The next thing you want to do is to familiarize your staff with the whole system. Give them full training about how to operate the system, fix minor problems etc.

You can set up features that will make their tasks much easier. You can set up canned replies for similar support requests. Different customers usually have a similar complaint or query so this feature really saves their time.

You should also build a prioritization system that helps your staff determine which ticket to

deal with first. Usually, the tickets waiting longest should be dealt with first. Similarly, queries related to payments are more important than other product related issues.

The help desk softwares facilitate the job of customer service by making the whole process interesting, fast and more productive. You can really boost your profits by following our simple guidelines.

LiveAgent

LiveAgent is a complete customer support platform with live chat integration and all Helpdesk features.

Chapter 2

Advantages of using live chat

Up until now we have been looking at the benefits of using help desk software, how to set it up and what to consider while installing it. When we were describing the various channels of help desk software available (see the set-up process section in Chapter 1 for more details), we mentioned live chat feature that can be integrated into the system.

The LiveChat plugin is becoming more and more popular these days. It is mainly because it helps you increase conversion rates effectively.

Even the smaller e-shops should consider integrating this special feature into their help desk setup. You will offer high quality support together with more personal approach to your clients - just as big the players do. In fact, small e-shops may not even have to set up the entire help desk system (as this could be too expensive for them). They can just go for the LiveChat feature which is up and running in no time.

Live chat as a tool for increasing conversion

LiveChat positively affects conversion rates. Conversion, as explained earlier, is the process during which visitors of your website actually turn into buyers. Visitors often just browse through your website and leave without buying anything. Maybe they are just searching for information for their future purchase, or are just "window shopping".

But the mere fact that their visit doesn't end up as a successful purchase doesn't necessarily mean they are not buying. Maybe they are. They might just be in the transition between different phases of their buying process. And if everything goes well, they will make the purchase later.

Many e-shops don't succeed in guiding their visitors through the stages of buying process. There could be more reasons for this: different types of barriers such as not having user friendly layout, lack of information, technical issues.

Or the fact that many customers are still hesitant to speak over the phone or unwilling to write long emails. But if you have LiveChat option on your website, you can guide those who need the extra push by chatting with them in the real time.
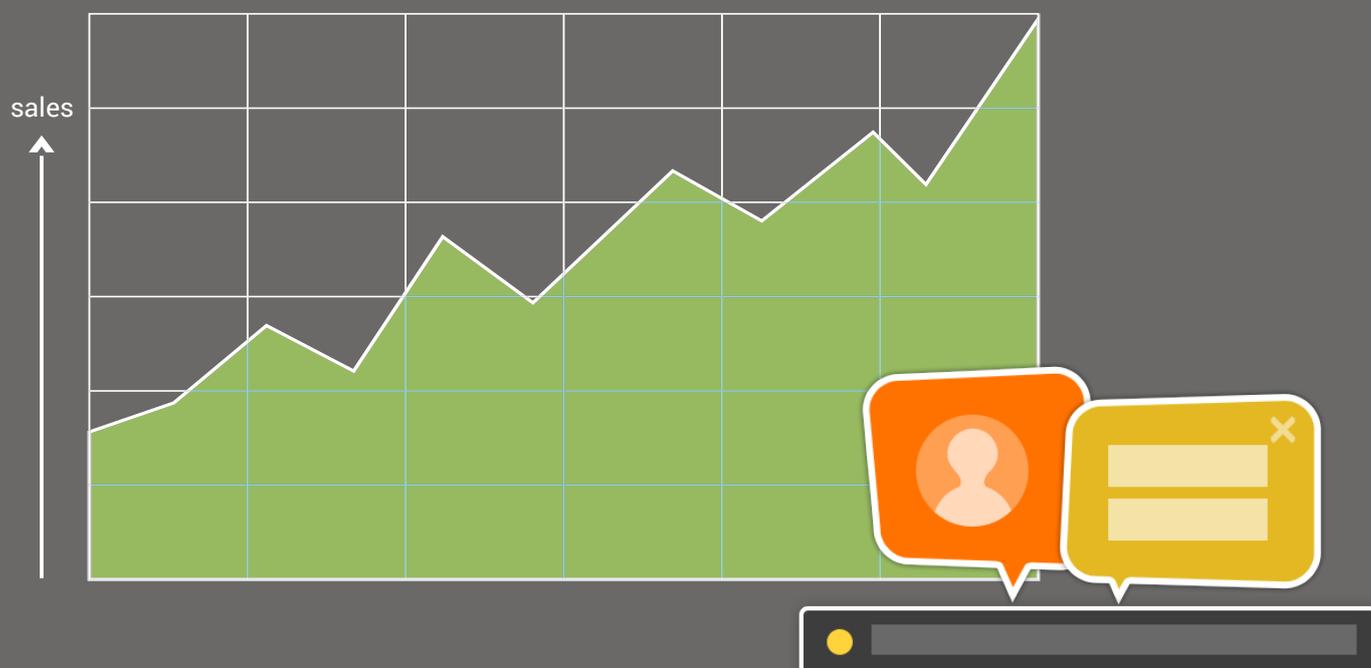
Attention

At the very beginning of every buying process is getting the customer's attention. In this particular step, there is not much a LiveChat can do. It's up to you to invent some creative way to bring traffic to your site. Only after you get people to click on the link to your website you will be able to maximize the potential of LiveChat.

Credibility

The first thing visitors look for (or that they perceive subconsciously) is security and credibility of your website. When your design is clean and intuitive, they probably stay for a while to have a look around. Their first impression was good. The first barrier has been successfully overcome. It's all about barriers. What works even better than trying to persuade visitors to buy your product is to eliminate anything that might prevent them from doing so.

Having a LiveChat window in the bottom corner of your website means that there is a real person behind it to help, just like in a brick and mortar shop. The problem with LiveChat is that when you make this promise you need to actually be online at least a few hours a day.

Because when your visitor reads "currently unavailable" for the third time in a row, their trust vanishes in a puff of smoke.

Information

So you have persuaded your visitors not to leave the website. They will start searching for the product they desire and other information like terms & conditions, delivery time or guarantees. The best thing you can do is place this kind of information where everybody can find and understand it. Not all questions can be answered in FAQ section.

Imagine this. What is the first thing a customer would do after entering a brick and mortar shop? You're right. Go to the shop assistant and ask them a question. In that very moment, the shop assistant shows them what they're looking for. If not, the customer is gone searching for answers elsewhere.

The main point of LiveChat is to help e-shop visitors who are stuck in their decision process. And this has to be done immediately. LiveChat can also help you identify potential hesitators. You have nothing to loose by proactively approaching them, you don't have to wait until they ask a question. Some visitors are too shy or lazy to do so and would rather go searching somewhere else.

Closing the deal

After all the searching and comparing, the decision is made. The only thing your customers have to do now is to pay for the goods in their cart, right? Basically yes, but there could still be some obstacles in the way. For example, the desired payment method might not be supported, the delivery time and date needs to be specified. When a customer is buying something in a brick and mortar shop, the only question is what to buy, not how to buy it. If you run an e-shop, persuading someone to pay you for product is not the final win. You have to make it possible that people actually have a way to transfer their money to you.

Many potential sales end before closing just because customers got lost in the sea of dropdown menus and checkboxes during checking out. Online support with LiveChat is almost no extra effort for the e-shop owner but makes a big difference for a customer with

an opened wallet. Be ready to help. Let your customers know what they are paying for and they will appreciate it.

After sale

Closing the deal is one thing, but turning a customer into a loyal one is another. LiveChat is a very convenient tool for post-purchase customer care. They might have some additional questions about the product features or accessories. This gives you the perfect chance to show that you care, or even make an upsell.

What live chat means for your business

Now you know the benefits of a LiveChat system and how it helps you guide your customers through buying process. However, it is also important that your support staff is well-trained in this field of customer service. It is not worth installing a LiveChat system if your support staff can not use it to the fullest. In this case, a LiveChat could even harm your business. When using LiveChat you have to think about the following factors:

Rapport

Rapport refers to the mutual understanding between the representative and the customer. In order to have a successful chat, the representative must be well trained in how to build trust with the customer. The agent must also be trained in chatting in such a manner that the customer feels valued. With online systems, it could prove difficult to let the customers know your emotions, they can't see you.

Need

Secondly, your staff should be well trained. They should be smart enough to figure out what every customer needs. Train them to ask questions that will be helpful in identifying what exactly the customer is looking for.

Giving the right solution and closing the conversation

The staff should also be familiar with the tricks and techniques on providing the best solution. Give your staff a general framework for problem-solving and then show them how to apply it practically. Test their knowledge.

After the customer has been provided with the desired solution, it is very important that the agent closes with a good note. This is perhaps the most important part. Whatever you say in the last moments is more likely to be remembered by your customer than anything else. Teach your staff some key phrases and train them for various scenarios in order to give them a chance to try it out as well.

Using a LiveChat system is a very important aspect of quality customer service of a business. It is a fast, reliable and cheap tool of marketing at the same time.

Haven't signed up for live chat software yet?

Try out our 14-days free trial!

Try it free

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Chapter 3

Helpdesk software is undoubtedly beneficial for your business - it builds your company's relationship with customers which leads to creating more value. As we have discussed in the previous chapters, installing a Live chat software improves customer service performance without incurring higher costs.

However, installing elements of helpdesk alone does not suffice. They must be implemented in such a way that the satisfaction level of your customers is successfully increased. Without proper utilization scheme, even the many benefits of help desk software can end up worthless.

This chapter shows you how to use helpdesk tools in order to increase customer satisfaction and how to appreciate ways helpdesk software improves their satisfaction levels.

First Call Resolution and Customer Satisfaction

First call resolution (FCR) is the most important factor in determining customer satisfaction. It describes the process how the first complaint of a customer should be handled by agents. If a customer contacts one of the agents they hope to have their problem resolved right away. If this doesn't happen and they need to ask for a solution repeatedly, their satisfaction rate drops. They may even stop buying or using this product for good.

Agents should have the knowledge and resources how to resolve customer's issues the first time they are being contacted. Installing a LiveChat system improves First Call Resolution rates. How? Agent are quicker in responding and understanding the root of the problem their customer deals with. They have more time to answer customer questions. But at the same time, they need to be trained to implement problem-solving techniques in a creative way. Only then issues are solved more quickly.

Both the customer and the company representative need a proper medium to communicate with each other where they can talk directly. Customers often feel hesitant to speak openly over phone or may not be able to articulate their problem in an understandable

way. LiveChat systems overcome also this problem by allowing them to type in whatever frustration they have with a product. They can be frank and avoid any hesitations.

The whole trouble-shooting system can now run more smoothly.

The customers of today are smart and know exactly what they buy. They can't be fooled by simple marketing tricks. On the contrary, they feel more satisfied when they can be involved with the company directly. This can be facilitated through a LiveChat system. It gives customers the opportunity to engage with agents and support staff directly. They can discuss their purchase, alternative products, special offers etc.

Help desk features – The backbone of good customer service

As we have mentioned in Chapter One, helpdesk softwares have a large number of features that help company agents do their job more effectively. But how exactly do these features increase customer satisfaction?

Features such as social media integration and generating reports are only two of many useful tools that improve relationships with your customers. More and more customers are turning to social media to help them make their buying decisions or share their feelings about their purchase.
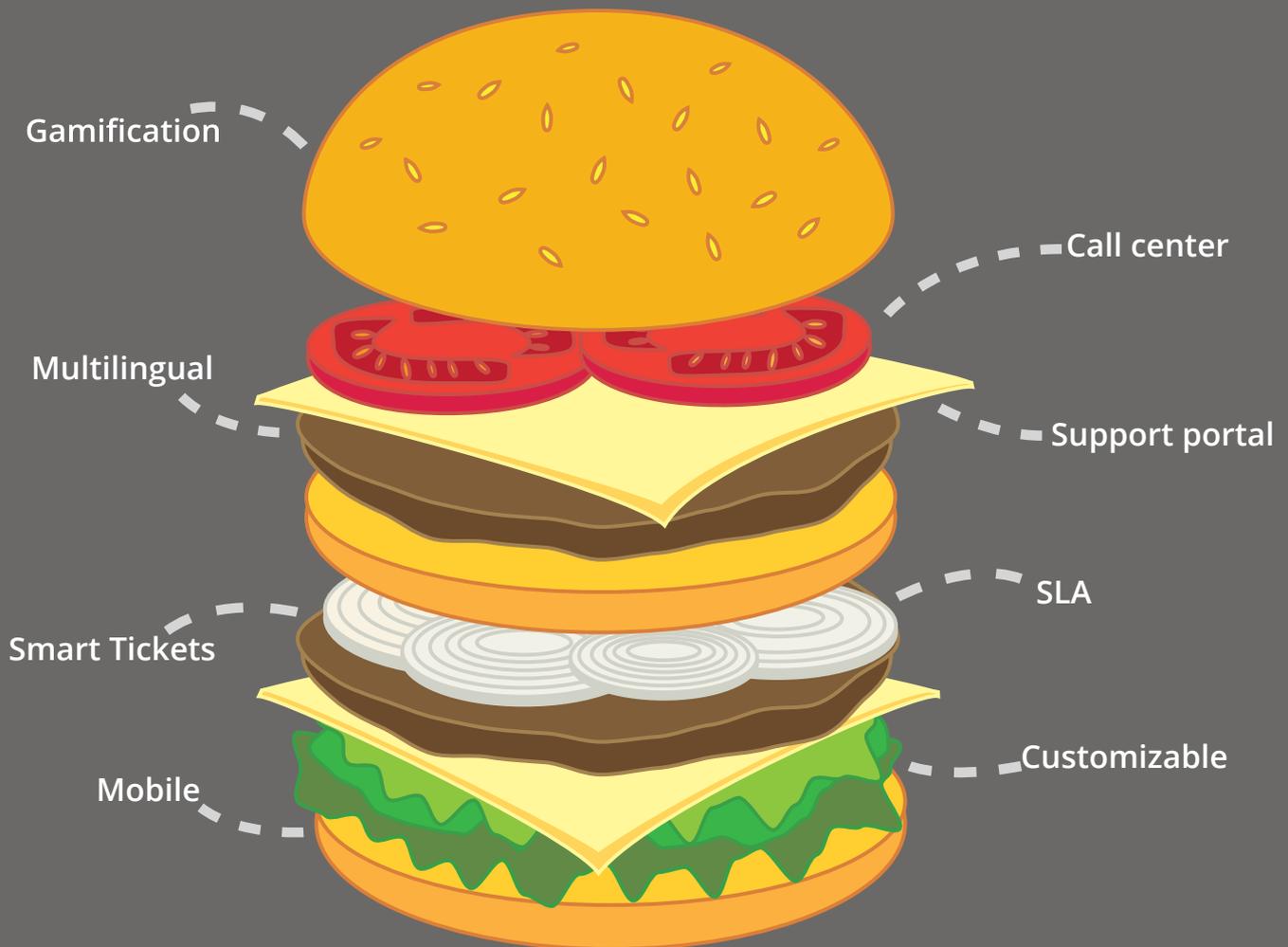
Having this in mind, it is important that each company understands exactly what the customers are looking for through such involvement in social media. It is a significantly cheaper but effective new way of marketing research.

Today your helpdesk software can be integrated with chosen social media. This gives your representatives a chance to directly view social media posts in individual tickets. It's then much easier for them to watch current trends and see what can improve the company's value in the eyes of the customers.

If your company actually reacts to information taken from these posts by improving various aspects as suggested by customers on social media, there is a better sense of trust. This leaves your customers motivated to engage with you and more satisfied.

There will be some problems that cannot be resolved right on the spot because they require

further investigation. Such problems are usually communicated through e-mails. Live chat software reduces your e-mail traffic significantly.

Gamification

Call center

Multilingual

Support portal

SLA

Smart Tickets

Customizable

Mobile

Your e-mails are sorted according to certain criteria allowing you to resolve issues in a more organized manner. Customers get a response in a shorter period of time which increases their satisfaction. Helpdesk software also helps you to prioritize your customers. There are times when you get a very large amount of queries and you don't know which one to answer first. Instead of answering a long term customer, you answer a simple question from a new or prospective customer. The customer who has made a large purchases from your company should be addressed first. Always. Therefore it's a good idea to keep your focus on the "big fish" first.

Prioritization can be done in terms of revenue. Other criteria may include the frequency of calls. This means that the customers whose problems have not yet been resolved should be answered before all others. With help desk software you can easily handle the prioritizing of your customers.

We have a tip for situations when your inbox starts to boil over:

The first step is to mark all the thank you notes and "it has worked" emails so that you can focus on more important issues. But at the same time, you get a psychological boost before the hard work - you got rid off a few things in your to do list. This part should take 10 minutes, not more.

Are you finished with tiding up? Go straight for the big fish. These are the most urgent or important requests. They matter the most because depending on quality and speed of your solution, the customers will decide whether to stay or leave. These request refer to problems with billing or bugs most of the time. Don't let them wait.

When all the critical tickets or requests are solved, go to medium priority issues. These are emails from people who could not find the right answer in the FAQ or Help section or want to ask some specific question about certain product feature. If you get same type of questions repeatedly, you know that your FAQ section needs an update. When customers can solve their problems themselves, it works best for both sides.

Privacy

Many customers from around the world have faced privacy issues. They were victims of digital thefts of their personal data. For example, it is quite easy for attackers to fool someone into typing down their personal details through various hacking techniques. If this happens with connection to your company, it is a serious trust and value issues amidst your customer circle.

Helpdesk software and Live chat systems can be helpful in preventing this to some extent. With a Live chat system, the customers know whom they are talking to. It is very difficult for attackers to infiltrate into such a system. This can increase customer satisfaction as the representative can assure the customer that they are talking to the right person.

LiveAgent

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Ready to take the next step?

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