TEAM SUPPORT
COLLABORATIVE CUSTOMER SUPPORT SOFTWARE

FIVE TIPS FOR HIRING THE BEST SUPPORT TEAM

WHO HAS THE MOST IMPORTANT JOB IN YOUR COMPANY?

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.

The CEO certainly has some big goals to achieve. The management team has significant responsibility for advancing important initiatives. The sales desk brings in new customers to drive growth. While these roles are all important, if not essential, it's your customer support team that ultimately has the greatest direct impact on your bottom line.

Yet some managers spend more time choosing what to eat for lunch than they do choosing whom to hire for their support desk. And that's a very big mistake. After all, your customer support agents will have more regular and ongoing contact with your customers on a day-to-day basis than almost any other employee in the company. They'll be the first to spot recurring issues, identify issues yet to be discovered, and even turn things around when a disgruntled customer threatens to take business elsewhere.

When it comes to staffing your support desk, you want employees who are part technician, part psychologist, and 100% problem solver.
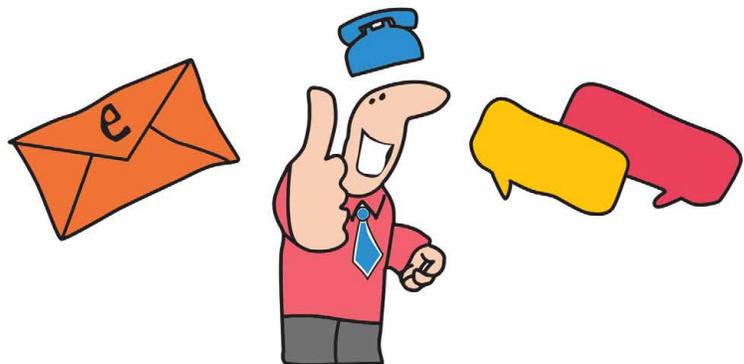
Here are some guidelines to keep in mind the next time you're hiring for your customer support team:

1. Does the individual view customers as people rather than numbers?

Customer service agents used to work in a "one and done" environment: Customers would call with an issue, a ticket would be assigned, the issue would be resolved (or not), the ticket would be closed, and the agent would move on to the next ticket.

Those days of transactional support are long gone. Today's customers demand relational support. They want to speak to an agent who not only addresses their immediate issue but also understands their business. That's why it's important to hire service desk employees who view customers as valuable relationships and who seek to understand them holistically—not just as a ticket to be crossed off the list.

2. Is the individual collaborative?

Today's customers are more sophisticated—and they're also busy. When they call with a problem, it's often after they've tried to resolve it themselves and could not. By the time they contact the support team, they want the issue addressed as quickly, and as thoroughly, as possible. They won't care that the agent is new or might not know the answer immediately. That's why the most successful customer support agents are collaborative, and not afraid to ask for help. They know that the best way to serve customers is by tapping into the collective wisdom of the group to solve issues and develop solutions. In doing so they will also increase their own knowledge exponentially.

3. Is the individual technology savvy?

Today's most successful customer support departments rely on collaborative customer service software to streamline their operations, enhance teamwork, integrate with other business tools for reporting and management purposes, and track and monitor trends and issues by products, customers and companies. Although today's customer service software products are easy for any agent

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to learn and use, the best ones are still sophisticated, and so you'll want to hire agents who are comfortable integrating collaborative software into their daily practice.

4. Is the individual accustomed to a omni-channel support environment?

The "call" center has given way to the "omni-channel support" center. Today's customers request support using whatever method is most convenient to them: e-mail, chat, social media, and more. When hiring, seek out individuals who are comfortable delivering support in an omni-channel environment.

5. Last but not least, does the individual understand how every customer issue affects the company's bottom line?

It's easy for support representatives to mistakenly believe their job is, simply, to deal with tickets, one at a time. Yet every customer interaction has an impact on the company's ultimate failure or success. Happy customers lead to more business. Dissatisfied customers lead to customer "churn" or attrition. From being mindful of the time it takes to close tickets, to running reports to monitor trends and issues, to proactively addressing customer issues, the ideal support agent has a keen understanding of how every interaction ultimately impacts the customer experience—and the company's bottom line.

Are you ready to take your customer service to the next level? By following these guidelines for hiring your next support agent, you'll be well on your way to delivering best-in-class service that makes a direct and positive impact on your customers—and your company.

CONTACT US TODAY TO LEARN MORE ABOUT OUR COLLABORATIVE CUSTOMER SUPPORT SOFTWARE

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ABOUT TEAMSUPPORT
TeamSupport is a powerful yet easy-to-use, web-based enterprise software that helps businesses provide seamless, effective customer support by focusing on the customer and enhancing internal collaboration. TeamSupport customer service software is designed for companies with external-facing customer support.