

10 THINGS TO OFFER THE BEST CUSTOMER SERVICE STANDARDS



Mojo Helpdesk

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STILL USING THE MUNDANE PHRASE, “HOW CAN I HELP YOU?” AS AN OPENER?

Time to take your customer service desk to a new level! The recent health crisis has challenged and stressed people in new ways making customer service matter more than ever before.

Now is an opportunity to demonstrate that you're ready to support your customers by using automated service tools (i.e. customer service desk) to give the next level of service.

A lot has changed since the days when Mom 'n Pop shop owners directly interacted with their customers, knowing their preferences for products or services they bought. Even so, your customers expect (and actually crave) this same experience!

A survey by Microsoft regarding global customer service revealed that 96% of respondents said that customer service plays a role in their choice of and loyalty to a brand. This clearly illustrates just how important it is that your service team gives personalized service and resolves issues quickly, the first time. If you can deliver this experience, then you'll have the opportunity to significantly differentiate yourself from the competition.

Delivering on this higher level of experience requires moving beyond the traditional call center and transforming into a true customer service desk.

Achieving this takes leveraging a service desk technology platform that enables customers to communicate directly with the support team. These service desk platforms act as an automatic customer portfolio, facilitating the ability to provide personalized customer service.

Of course, the technology is only as good as the people who use it, therefore hiring the right people for the support team is crucial. Even so, to support the team and to deliver on this personalized customer service, it is imperative to select the right customer service desk platform.

10 THINGS TO MAKE YOUR CUSTOMER SERVICES... THE BEST!

Based on decades of experience and millions of users, we've learned there's 10 essential attributes of a service desk platform that will enable you to take your customer support to the next level.

1

SHARED INBOX

This is the central communication hub for your service support team to see the incoming tickets. With a shared inbox, it's possible to see who has picked up which ticket, and see which tickets are unassigned or unanswered.

2

SELF-SERVICE PORTAL

Let users help themselves. A great self-service portal with a knowledge base will potentially cut up to 90% of incoming customer requests. Make sure the customer is able to vote knowledge-based articles up and down so your organization can adjust them as needed.

3

SINGLE SIGN ON (SSO)

A user directory with single sign on enabled will allow for a seamless way for users to log in. Pick an IT helpdesk that is compatible with existing directory services such as Office 365, Google G Suite or that allows other third parties with SAML, JWT, LDAP, etc.

4

PROACTIVE COMMUNICATION

Good support teams should notify their customers if there's going to be an upgrade or change; and, address how to plan for this upgrade or change without disruption or how to offer support should a disruption occur.

5

AUTOMATION RULES

With automation, you can automatically keep tasks organized and prioritized. Make sure your platform allows you to create program rules to automate the workflow of tickets received. It's ultimately a time saver!

A blurred background image showing a customer service team. In the foreground, a woman is wearing a headset and looking towards the right. Behind her, another person is partially visible, also wearing a headset. The image has a blue tint and is out of focus, emphasizing the text in the foreground.**6**

CONFIGURE SLAS

This is perhaps the most important attribute to maintaining customer/user expectations. Your support team should know the SLA and maintain it as a way of keeping tasks organized and prioritized. Be sure your service desk platform is set to help with SLA using a priority feature.

7

KNOWLEDGE BASE

By answering popular questions and posting them to your Knowledge Base and FAQs, you don't have to answer it again! It also provides an option for customers who WANT to self-serve.

8

REPORTING AND ANALYSIS

Along with queues and tags for your incoming tickets, this capability supports the data your team will need to make improvements. A good service desk platform automatically collects daily metrics.

9

INTEGRATIONS

Your ticket automation platform should also be easily integrated with other platforms you use to conduct daily tasks. Remember, your customers want uninterrupted service across all platforms they use with your business/school/organization/group!

10

COMMITMENT TO IMPROVEMENT

It's important to know how to use data to identify opportunities for improvement and then use the service desk capabilities to help you make these improvements. Your customers will appreciate you for your efforts!

IS THE INVESTMENT IN A SERVICE DESK PLATFORM WORTH IT?

The service desk platform market is going to continue to grow at a rapid pace. One of the primary reasons for this growth can be gleaned from the results of a Sitecore study, which found that for every \$1 spent on the platform, \$3 were returned.

Customers expect better service today. They want to feel that you've anticipated their needs and know their preferences. They expect timely and accurate service. They expect consistency. Using the right kind of service desk platform is key! One that will work for you to keep your tasks organized, collect metrics, AND allow your customers to self serve. Start today by selecting a service desk that, at a minimum, has the 10 attributes listed in this document.

One of our core beliefs is that software should be easy to use and adapt to your business. Easy to use and affordable to all businesses.

**READY TO
TAKE
CUSTOMER
SERVICE TO
THE NEXT
LEVEL?**

START NOW →



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