

Drive Customer Experience and Boost Revenues with Next-Generation Customer Support

Leveraging Technology and Tools to Transform the Modern Contact Center



Enterprises in every sector are waking up to the new reality: Customer experience has become a key competitive differentiator. Although it's easy to see why that's the case with product design, ease of use, or style and branding, it's not always so obvious how strong customer support can help enhance customer experience and drive customer engagement.

In an era when customers share opinions easily and publicly, expectations run high, and alternative choices are just one click away, the support function is more important than ever. Customers expect answers to their questions and solutions to their problems from the first person they reach, the first time they make contact. They also expect quick, expert, and consistent answers and solutions regardless of the device or channel they're using to make that contact.

Meet those expectations, and you can turn disgruntled customers into loyal brand ambassadors or frustrated employees into happy, productive workers. After all, customer support shouldn't be a challenge—it's an opportunity to develop relationships and cement your reputation. That boosts customer loyalty and, ultimately, drives future revenue.

The challenge of best-in-class customer support

As in so many organizations struggle to deliver superior—let alone excellent—customer support. The reasons are varied and often interrelated.

- **Legacy systems hold organizations back.** Many traditional legacy systems and old-school processes are holding IT organizations back, as they cannot serve up the necessary data quickly and easily and they don't offer the flexibility to provide effective support. What's more, they can't scale to handle growing businesses or peaks in demand.
- **Customers expect fast, smart, and simple service.** Whether you're serving consumers or supporting employees, today's highly informed users expect responsive support and a fast fix, even outside normal office hours. These customers are happy to share their experiences, good or bad, on social networks, and they're not willing to wait days, or even hours, for a resolution. As a result, it's imperative that support teams can work efficiently to resolve issues quickly.

- **Products are increasingly complex and connected.** More and more of today's products are "smart products," designed with the kind of technical features or internal technology that were once only found in laptops and PCs. The Internet of Things (IoT) is growing, with more than 5.5 million devices connecting to the internet for the first time every day, according to Gartner. As an example, consumers need support to keep their connected homes running smoothly. This creates challenges for support teams, which must have specialized expertise at the ready.
- **Enterprises are under pressure to do more with less.** Organizations face continued pressure on operating costs, and although opening additional channels for engaging with customers is good for sales, it increases the cost of engagement. Driving efficiency and reducing "cost to serve" helps keep companies lean but can make it very challenging to provide consistently great customer support.
- **Customer service reps lack the data they need in order to work efficiently.** Handling sometimes irate customers and trying to solve complex technical issues are difficult enough—but adding to the difficulty is a lack of relevant data. Support systems and customer relationship management (CRM) systems often don't work smoothly with each other or, in some cases, don't integrate at all. The result: Support reps don't have a single 360-degree view of the customer or the data they need in order to efficiently and effectively process a support call or narrow down the problem.
- **Reps can't deliver the fast answers customers need and expect.** Customers expect "first touch equals problem solved," but most support centers have tiers of staff with different skill sets and expertise. If customers are routed to the right rep with the right expertise from the get-go, handle time and return calls decrease.

These pain points are very real and challenging, but there are answers within reach. The solution involves taking a strategic approach to customer support and employing state-of-the-art technology to support contact center operations.

LogMeIn Rescue Helps Deliver Exceptional Customer Experience and Improve the Bottom Line

Help reduce costs

Meineke Car Care Centers relied on the phone for technical support, but issue complexity meant that a typical phone session lasted around 40 minutes. By investing in LogMeIn Rescue for just five seats and making effective use of Rescue's remote system control and support transfer capabilities, Meineke's team was able to cut support incident times in half, to 20 minutes or less, saving more than 30 hours a week in tech support time. Meineke's phone bill savings alone more than made up for the cost of the company's Rescue seats. The Meineke IT team now responds to and resolves 90% of incidents per week, up from 60% to 70% previously.

Improve vital KPIs

The National Multiple Sclerosis Society (NMSS) relied on a centralized support desk to keep more than 1,200 employees and volunteers researching a cure for MS and assisting those affected by it. With a widely dispersed workforce and 300 to 400 help requests every week, there was pressure on the team's existing remote support solution, which was failing to handle the task. Having switched to LogMeIn Rescue and making use of its ability to transfer sessions seamlessly, the team now resolves 90% of calls on first contact and spends less time on each support call.

Enhance customer experience

Money Concepts, a financial planning and wealth management firm, supplies software, internet tools, market research, and compliance support to nearly 800 individual planners around the world, plus more than 2,000 remote devices. Using LogMeIn Rescue, the firm has reduced issue resolution times from 20–30 minutes to 3 minutes or less while cutting down on the need to ship PCs and devices to headquarters for repair. This has reduced user downtime, boosted productivity, and reduced costs. Rescue's end-to-end 256-bit SSL encryption also ensures remote support with the same levels of security offered by major banking institutions.

The end result: Increased revenue

Providing the right level of support

If the name of the game is delivering a great customer experience as efficiently as possible, the solution lies in providing the right level of support for every customer, whether that's low-touch, self-service tools or a more high-touch, interactive level of engagement. Simply put, tailoring support to individual customers and their particular requirements requires a modern set of tools with leading-edge technology and capabilities. What follows is a list of capabilities that enable that level of support.

■ Embracing remote support

The benefits of a remote support strategy are clear and proven. Remote support optimizes team usage, keeping reps and technicians serving more customers without having to be on the road and reducing the time between calls. Using remote support cuts costly on-site visits, reduces the number of no-fault-found returns, solves more problems on the first call, and helps route field techs where they're most needed. What's more, cloud-based remote support tools offer enterprise-grade reliability and scalability, enabling support teams to grow and shrink according to demand.

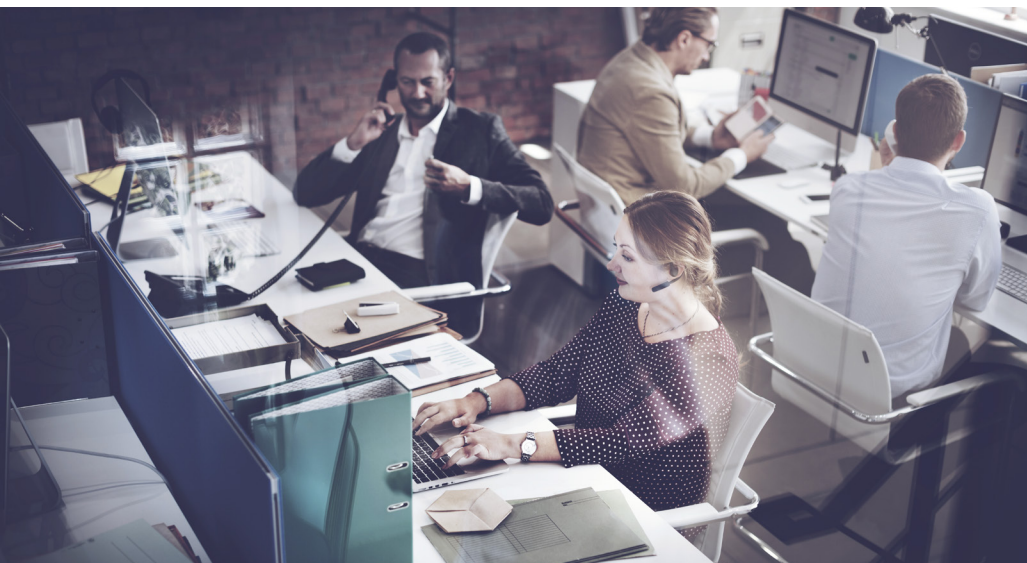
■ Taking advantage of video support

With video support, techs can see problems through the customers' eyes and solve them. They can capture and annotate the image to show customers what to check, what to press, or where to plug the cable in. With video support, 25% of support situations can be resolved virtually and 46% of issues are solved on first contact, according to TSIA. And although the industry average first-time fix rate is 70%, 84% of field engineers surveyed by The Service Council say that a better diagnosis in the initial call would improve that rate, as a visual inspection helps the rep determine what parts and what engineering level is required.

■ Enabling anytime, anywhere support

With LogMeIn Rescue, companies can support their customers where they are - with APIs to initiate sessions right from their website or Rescue's software development kit (SDK) to support customer right from a mobile app. Alternatively, users can initiate a remote session by clicking on a link in a support email.

Once the session has started, a rep can take over the customer's screen or access the user's device camera to literally see what's going on. Live chat, diagnostics, and annotations add to the menu of options. Rescue also features a large catalog of one-click, "click to fix" solutions that can address up to 90% of the most common customer issues automatically, including problems connecting to Wi-Fi or turning apps on and off. Best of all, when the call is finished, reps can leave behind a customized, branded "calling card" applet that makes it easier for customers to connect with an agent going forward.



■ Integrated support

An effective support tool isn't a separate entity but, rather, a solution that integrates with existing systems and provides reps with the information they need for effective support. With the right data at their fingertips, reps can work smarter and solve support issues faster. That, in turn, enables them to handle more calls in less time without compromising the quality of support.

LogMeIn Rescue integrates with major CRM systems from a single sign-on and enables customers to initiate support sessions from inside a ticketing or CRM solution. What's more, the exchange of data goes both ways, with Rescue enabling reps to import session data back into the CRM system for later reference. To help, LogMeIn Rescue supports both out-of-the-box integration and a full API, making it easier to integrate support wherever it's needed.

■ Ability to scale

With support tools moved to a cloud-based platform, support teams can scale up and down to meet demand. For example, LogMeIn Rescue can scale down to cover micro-size businesses or scale up to meet the needs of the largest organizations. Shifted to the cloud, the support solution can grow alongside the business.

■ Ensuring security

Savvy customers or enterprise clients will have concerns about data security, such as "What can your agents do while they access my apps or devices?" Countering these fears requires a combination of transparency, security, and convenience. Rescue puts customers in control, requiring them to initiate the session and download the agent software. LogMeIn Rescue's support for 256-bit SSL encryption, a detailed audit trail, and logging and monitoring helps ensure data security. In addition, the agent software deletes itself at the end of the support session, effectively closing any possible back door.

■ Management tools

Optimizing the support team's performance and ensuring that customers get the right level of support and the right resources require powerful management tools. Using Rescue's management tools, you can:

- Provide agents with access to appropriate features
- Route specific issues to the agents with the most relevant expertise
- Send updates and contextually relevant information to agents when they need it
- Utilize real-time monitoring to ensure that support doesn't exceed service-level agreements
- Employ benchmarks and data to measure goals and objectives

The bottom line

Today's modern contact centers are challenged on several fronts, but the technology behind those support operations can solve many of the issues they face. Modern contact center technology enables customer

service agents to solve issues in line with customers' growing expectations and demands. With contextually relevant information, reps can handle more calls in less time, with more confidence and accuracy. This

increases customer engagement, as customers feel that the company understands their needs and has the capabilities to fix their problems, in turn driving return business, higher referral rates, and additional revenue.

Know the Terms: Measuring Exceptional Customer Experience

First-call resolution:

Addressing the issue the first time the customer calls, eliminating the need for a second call.

Average handle time (AHT):

The average duration of one transaction. The timing starts when the customer makes contact and includes hold time, talk time, and related tasks.

Net promoter score (NPS):

Tool for gauging the loyalty of an organization's customers.

Customer satisfaction (CSAT):

Typically expressed as a percentage between 0 and 100, with 100% representing complete customer satisfaction.