

Happy Customers: Proven Support Strategies to Keep CSAT High



Industry Leaders Share Winning Strategies

Support leaders know that keeping customers happy is critical for the success of their businesses. However, with the increasing volume of support requests, rising customer expectations and soaring support costs, customer service organizations are feeling the burn. Unravel the key to **“Happy Customers: Proven Support Strategies to Keep CSAT High”** in this e-book, produced in collaboration with FCR, Shinesty and TaskRabbit.

Join us in exploring winning strategies as thought leaders share proven methodologies, best practices and their personal stories that helped them deliver exceptional customer service experiences at their organizations.

Solvvy



Jeremy Watkin
Head of Quality, FCR

Jeremy has more than 15 years of experience as a customer service professional. He is also the co-founder and regular contributor on Customer Service Life.



Mahesh Ram
CEO at Solvvy

Mahesh served as the CEO of GlobalEnglish, most recently. Prior to that, he was CTO at Thomson Tax & Thomson Learning. Serial entrepreneur with extensive enterprise SaaS experience.



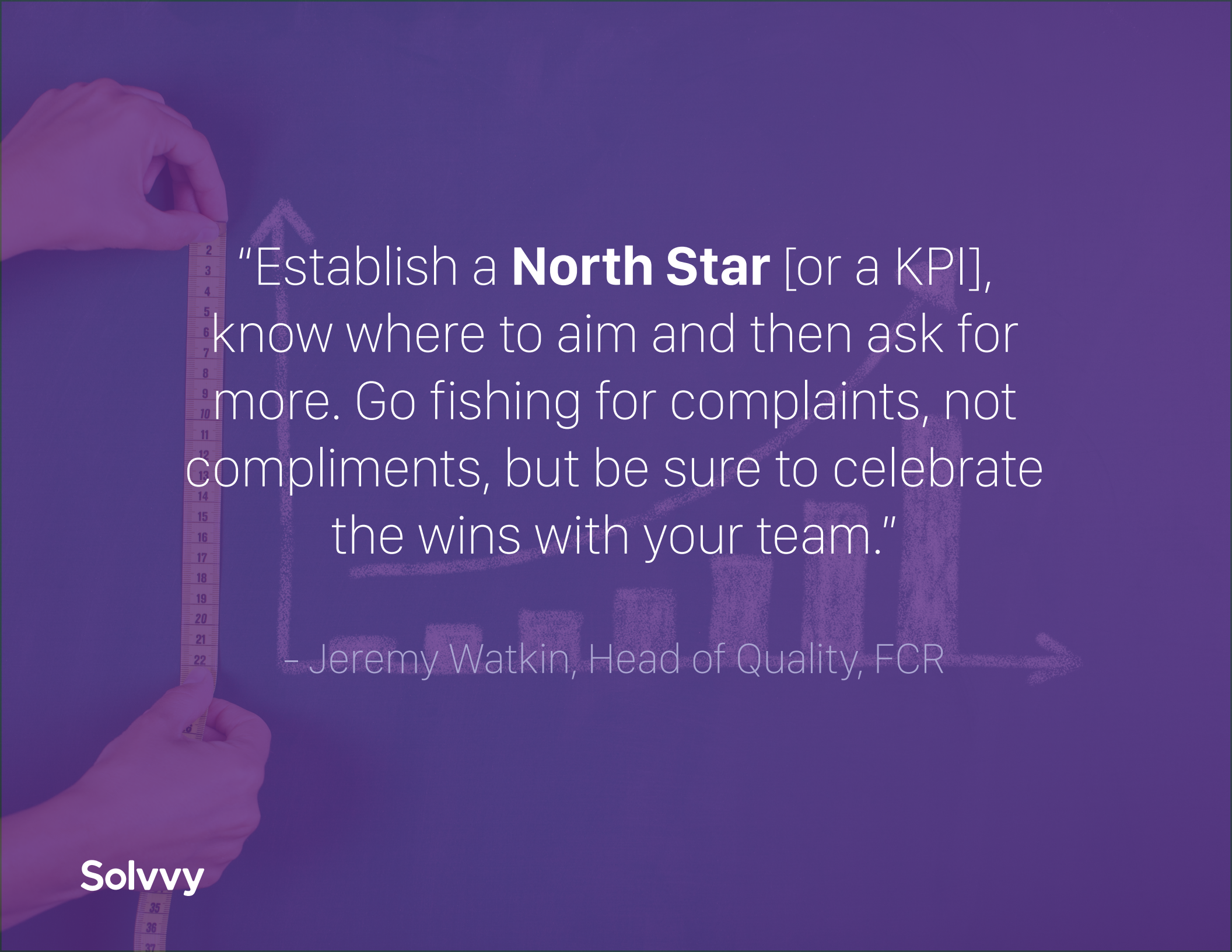
Antonio King
Director of Experience, shinesty.com

Antonio is the Director of Experience at Shinesty, which was recently awarded “Most Effortless Experience,” with a resounding 6.6 out of 7 score via the Customer Effort Index.



Yale McCue
Customer Support, Task Rabbit

Yael has eight years of experience optimizing support resources for tech companies like Uber and North Coast Medical Supply, as well as nonprofits like American Cancer Society & Arizona PBS.

A hand is holding a measuring tape vertically on the left side of the image. The background is a chalkboard with a bar chart and an upward-pointing arrow drawn in chalk. The text is overlaid on the right side of the chalkboard.

“Establish a **North Star** [or a KPI], know where to aim and then ask for more. Go fishing for complaints, not compliments, but be sure to celebrate the wins with your team.”

– Jeremy Watkin, Head of Quality, FCR

The Importance of Quantitative and Qualitative User Feedback

Navigating user feedback in itself could present a challenge for support organizations. It is imperative to have a mechanism in place where organizations collect all user feedback – both quantitative and qualitative. Support leaders need to go beyond industry metrics. While CSAT and NPS surveys are important, following social media conversations and gathering feedback from their very own frontline customer service agents is critical.

Once you have user feedback, be sure to track it regularly. Month over month might be a good place to start. Customer satisfaction is a powerful metric. You can track it for your customer service agents and, in turn, coach and empower them to better handle issues and solve problems. Another real benefit to tracking feedback as a KPI, is the ability to benchmark your data and know how you stack up vis-à-vis others in the industry.

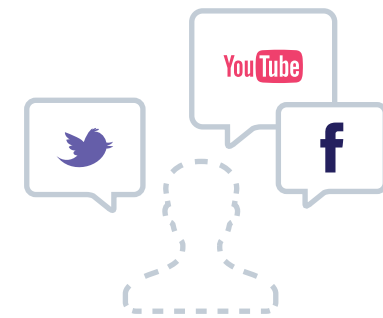
USERS GIVE YOU **FEEDBACK** ALL THE TIME



AGENT INTERACTIONS



COMPLETING SURVEYS



SOCIAL MEDIA

Are you listening?

A group of diverse people in a meeting, looking at documents and a laptop. The image is overlaid with a semi-transparent purple filter. The text is centered over the image.

“Support leaders need to be champions of their teams and make sure that their teams are well equipped with the most updated information and are consistently kept top of mind.”

- Antonio King, Director of Experience, Shinely

Support Departments Are Drivers of Customer Experience

Companies need to understand that their support departments are more than a cost center and an afterthought. Support departments are, in fact, the drivers as they shape the customer experience. Often times, as people who touch every single part of the business, they have some of the best ideas around product developments, enhancements, and designs. For that reason, it is imperative that they be kept in the loop about all the relevant updates including product changes, billing and pricing adjustments, UX/UI changes, and others.

Support leaders must collaborate with other departmental heads to ensure an effective flow of communication and improve the overall system. In addition, they should plan on having weekly team meetings and having their representation in the other meetings so that everyone is on the same page.

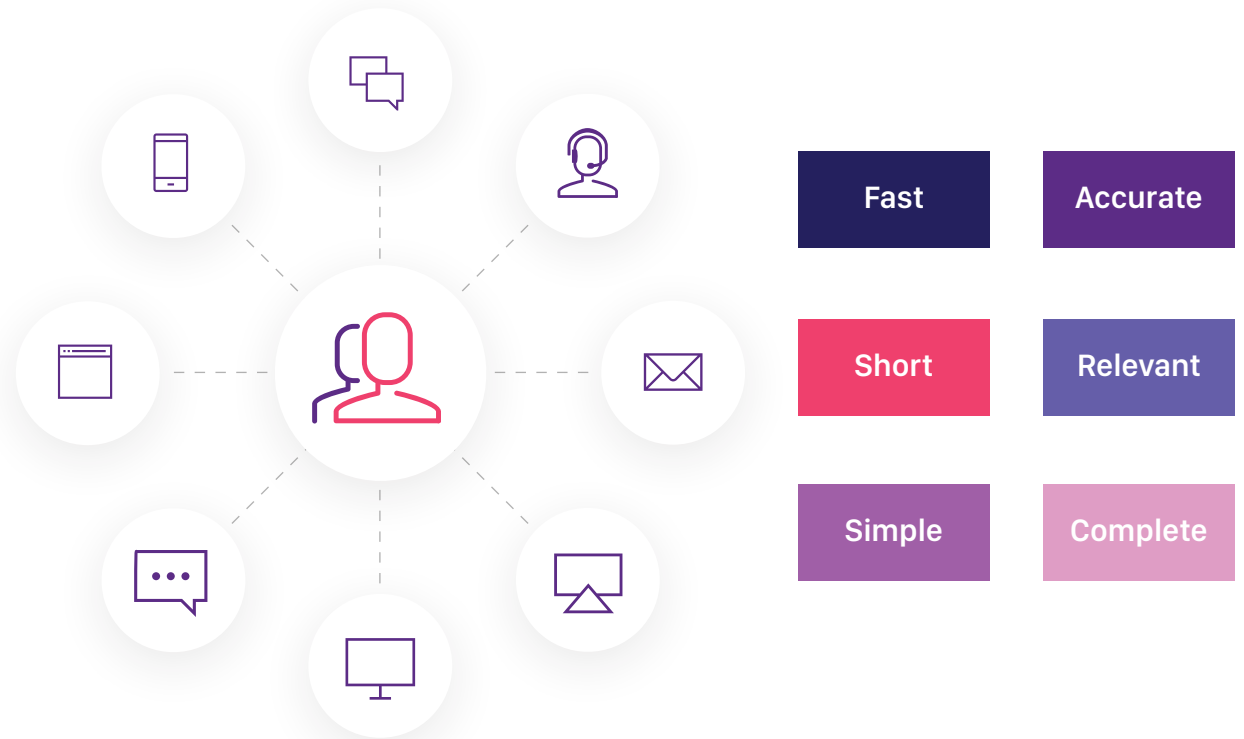


Customers Are Demanding an Effortless Experience

Consumer expectations from businesses have dramatically changed over the past few years. The single biggest change is the importance that customers place on their own time when making product or vendor decisions. In a recent Forrester study, 73% of the customers said that valuing their time was the most important thing companies can do to provide them with great customer service. Customers expect both speed and accuracy: They want the right answer, and they want it immediately.

The companies that win deliver both consistency and speed across all support channels, be it email, phone, chat, mobile, help centers, video tutorials, or user guides.

Companies that win must deliver both **consistency** and **speed** across all channels



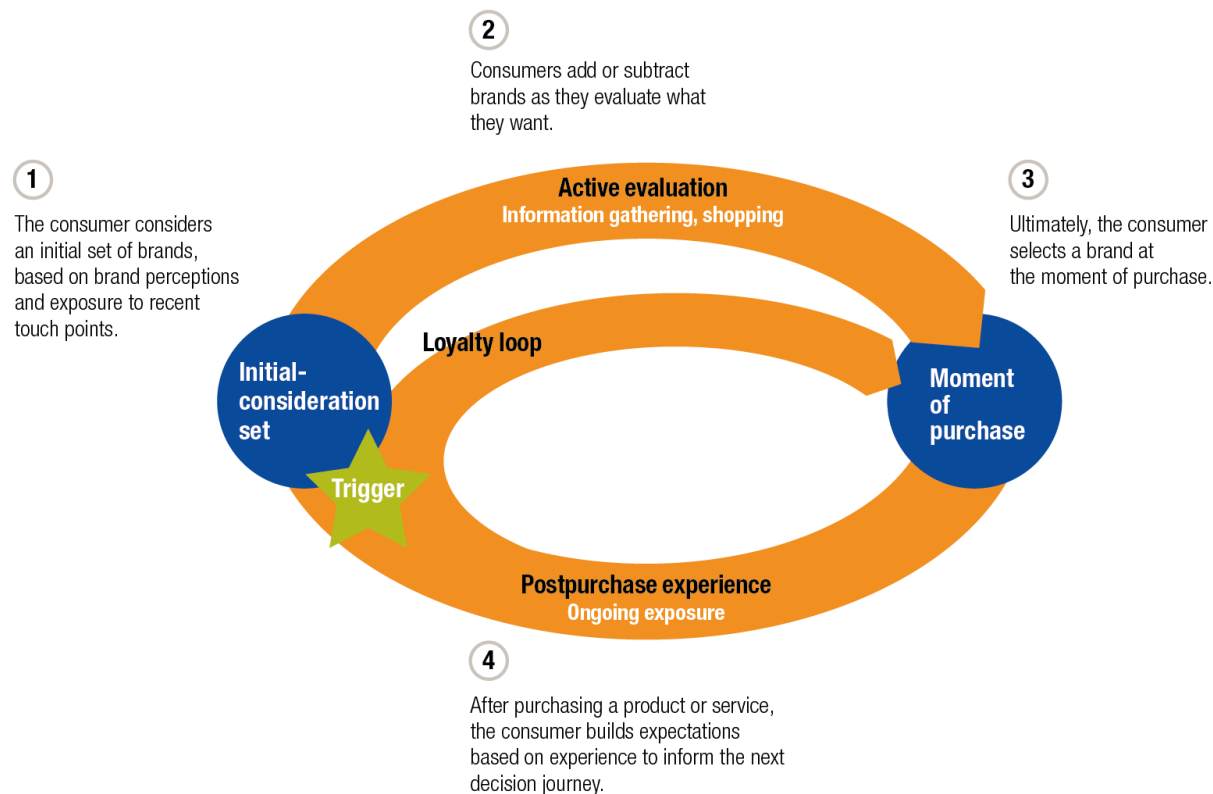
"Companies that want to be relevant and successful in the next decade must incorporate effortless self-service into their customer experience. When users find the quick, relevant and accurate answers, big gains like – cost savings, higher CSAT scores and increased agent efficiency – occur for businesses."

- Mahesh Ram, Founding CEO, Solvvy

Customer's Decision Making Process Is a Circular Journey

A compelling customer experience has evolved from a “nice-to-have” to a “necessity” in most industries. According to McKinsey, a customer's decision making process is a circular journey involving four distinct phases: Initial Consideration, Active Evaluation, Closure and Post Purchase. Customer service constitutes an integral part of this journey.

Forrester reports that 53% of customers are likely to abandon their online purchases if they can't find quick answers to their questions. So the impact of the support organization is increasingly being felt on the front lines in the form of top line revenue generation.



First Contact Resolution Is Key to Improving CSAT Scores

Support leader, Yael McCue from TaskRabbit, believes that there's an inverse relation between customer satisfaction and first response time, and agent efficiency and first contact resolution. With most of their clients demanding fast, reliable and accurate service and answers, the online marketplace feels that first contact resolution (or FCR) is one of the most important KPIs to track. FCR is defined as how many tickets were resolved the first time a user contacted support.

Want to improve **CSAT**?

Improve first-response times.



Quick Results.




Quick Response.



Got back immediately with correct info. Excellent Help.

Fact: 31% of positive CSAT surveys in April cite speed as their reason for a positive support experience.

A woman with curly hair, wearing a headset and a light-colored sweater, is smiling while working on a laptop. The background is a blurred office setting. The image has a purple overlay.

“Solvvy is great for improving First Contact Resolution because it gives our customers fast, reliable, and accurate answers. We’re beating our goals.”

– Yael McCue, Support Leader, TaskRabbit

When **TaskRabbit** Turned to Solvvy for Self-Service Support

Committed to improving customer satisfaction, and challenged by the sheer volume of support requests and a limited support staff, TaskRabbit ran a pilot with Solvvy, a machine learning

startup reinventing customer service experience. Solvvy provided TaskRabbit with an effortless self-service experience for its customers and the results were impressive.



Support at TaskRabbit

- Two-tiered support
- Handling 150K tickets/year
- 14 full-time support t reps in US & UK (with some help from outsourcing)

Solvvy

Solvvy Impact

- 20% increase in NPS scores
- Deprecated email support
Everything is now via contact form
- 28% instant resolution rate
- Support tickets have 8% increase in CSAT scores
Fewer Reps
Quicker Answers

Gain the Solvvy Advantage Today!



Learn more at solvvy.com

TRUSTED BY THE WORLD'S SMARTEST COMPANIES



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