

CosSupport

@sh

cosupport.com / smallvoyage.com

How did I get here?





Nice mullet.

I'm an IDEAL customer.

- Sonos & Spotify
- TOMS shoes
- H&M leggings
- Saddleback Leather



Why is customer support
suddenly so important?



Every customer expects more.



Every complaint is
IMMEDIATE and PERMANENT.



Customers expect to be
treated like royalty.



Customer support is now a part of

MARKETING
COMMUNITY

R&D

PRODUCT DEVELOPMENT



Customer support is actually

YOUR PRODUCT



All you need to know about excellent
customer support starts
in 1909.



Blame all your customer's
expectations on

H. Gordon Selfridge

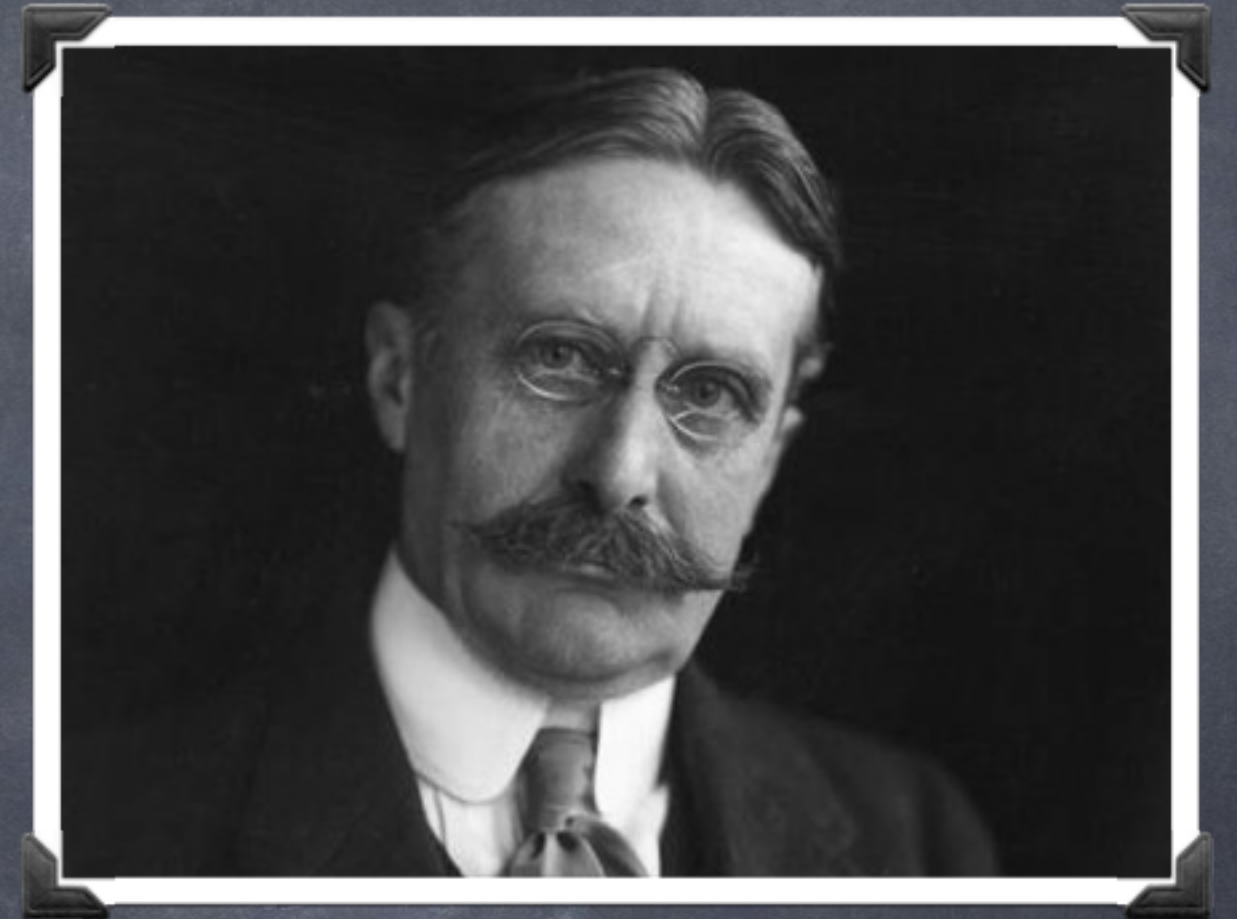


1858 -1947

Blame all your customer's
expectations on

H. Gordon Selfridge's

bad ass mustache



1858 - 1947

“The customer is always right.”



Caveat venditor.

MacPherson v. Buick Motor Co. (1916)



- Window shopping & glass display cases
- Cosmetics in the front
- Food courts
- Commerce as a romantic experience



To be a customer is to experience a
product as a
habitual practice.



The customer experience is more than
just transactional.



What can you do right now?



Mr. Selfridge hired and trained
before he needed to.



He paid top dollar. He branded their
level of service. Language training
was key.



"It's something I can look
into for you."



Why does any of this
matter?



Look, sometimes I'm a dick on Twitter.



Sarah Hatter @sh

3 Sep

Flight canceled. Booked a @HotelTonight. Hotel doesn't have paid reservation on file. HT customer support =atrocious. Send wine.

Collapse

← Reply 🗑 Delete ★ Favorite ... More

5:55 PM - 3 Sep 13 · Details



Hotel Tonight ✓

@HotelTonight



Follow

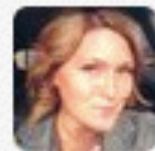
@sh We apologize for the inconvenience.
Now that you're all checked-in, please don't
hesitate to call us if we can help w/ anything
else.

↩ Reply ↻ Retweet ★ Favorite ⋮ More

7:20 PM - 3 Sep 13



I told you:
I'm a dick on Twitter.



Sarah Hatter @sh

3 Sep

@HotelTonight "apologize for the inconvenience?" Super ew. Try "really sorry this happened" & sound more human.

[Details](#)



Hi Sarah,

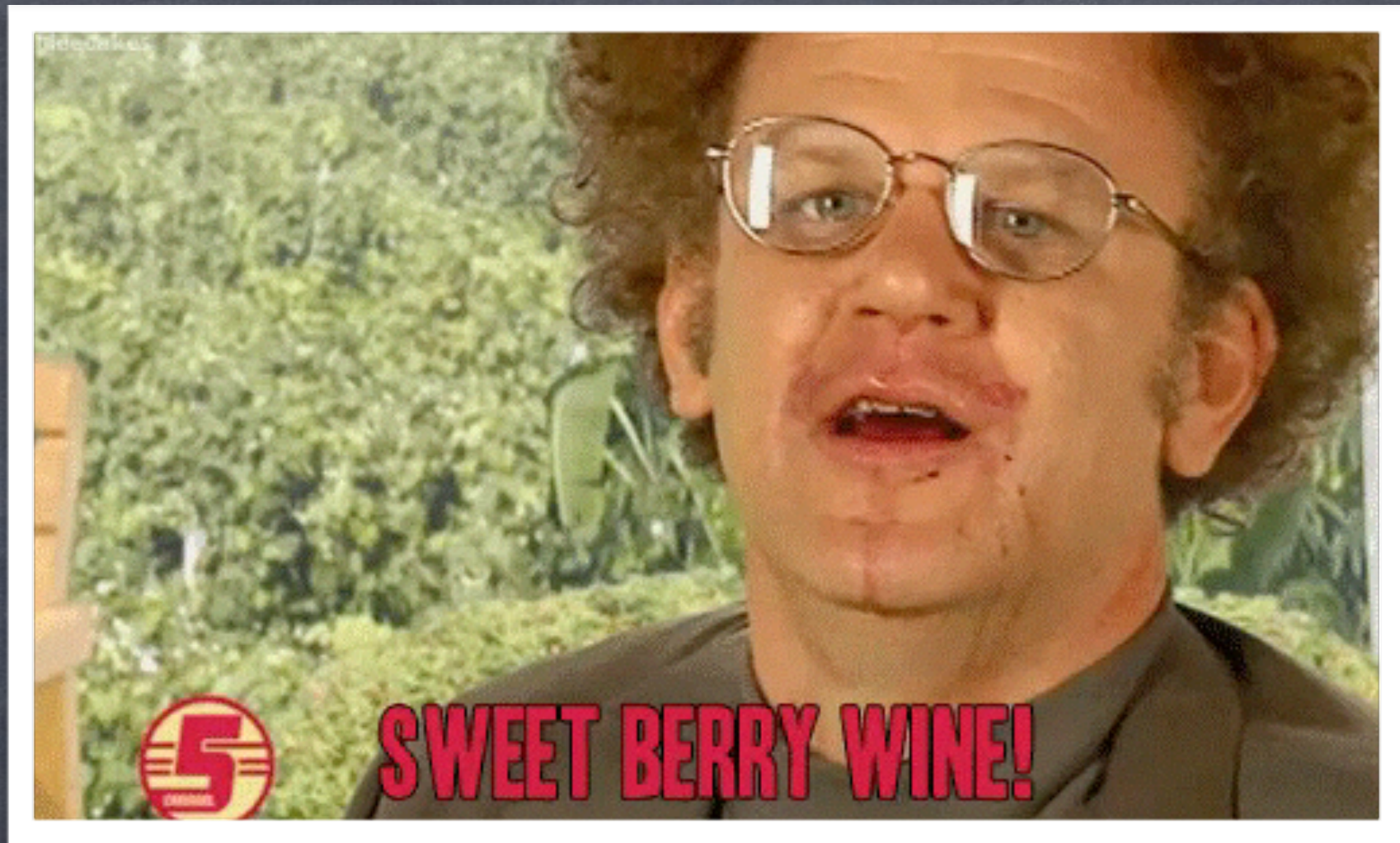
SO sorry about the hiccups at check-in, but we're relieved to hear that you're in-house now. An even bigger "I'm sorry" for how we reacted @. We hope that you'll check us out next time, but regardless of where your next journey takes you, enjoy this bottle on us tonight!

Highest Regards,

Patrick Cheeseman
Head of Support
HotelTonight

KENTWOOD

ME:



It matters because
I'm an average customer.



“Twitter is the small claims
court of bad support.”

– Richard White

UserVoice / @rrwhite



Why do people go social?

- Seeking actual help with a service issue
- Venting about a bad experience
- Raving about a good experience



Your customer support agents are
no longer fringe employees. They
are your most valuable assets.



CHIEF CUSTOMER OFFICERS EXIST

30 in 2003

730 in 2013



@rrwhite

Customer support cannot continue to
be an afterthought for you.



“If anyone complains we’ll
deal with it later.”

– someone most of you follow on Twitter



Mr. Selfridge brought his staff
to the construction site.



Even shopgirls were consulted
on floorplans, design, construction,
departments, inventory, & marketing.



Those shopgirls dealt with
the unhappy customers.

They deserved a say.



Customer support deserves a
seat at the table.



- Support is as important as code and design – Invest in it equally BEFORE you need to.
- Language is important. Change how you communicate.
- People know when you're a robot and they hate that.
- Keep it friendly, fast, educational, and fun.



How can I end this?



Listen.



Listen more.



Listen better.



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