



# Best Practices in Technical Support



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# About Francoise Tourniaire

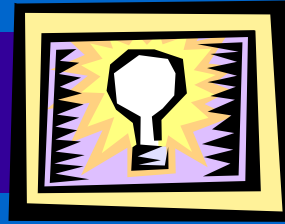


- **Helps technology companies create and grow their support operations**
- **20 years' experience in post-sales support**
- **Author of *The Art of Software Support* and *Just Enough CRM***



# Objectives

- **Get a complete view of best practices**
- **Get inspired to implement 2-3 ideas**

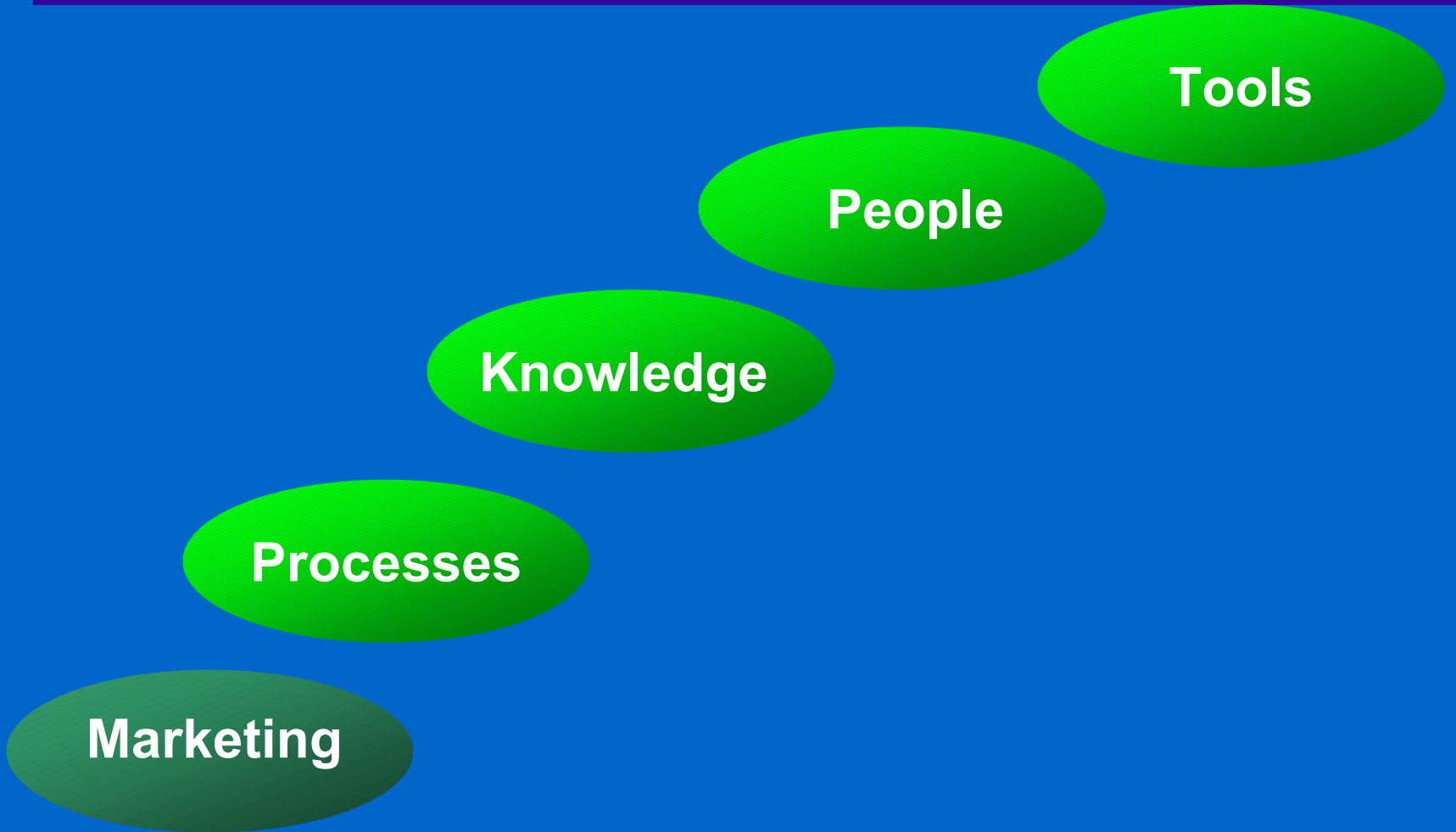


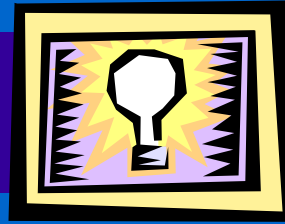
**Support is very simple in theory. It's  
the implementation that's hard.**



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# What will we cover?





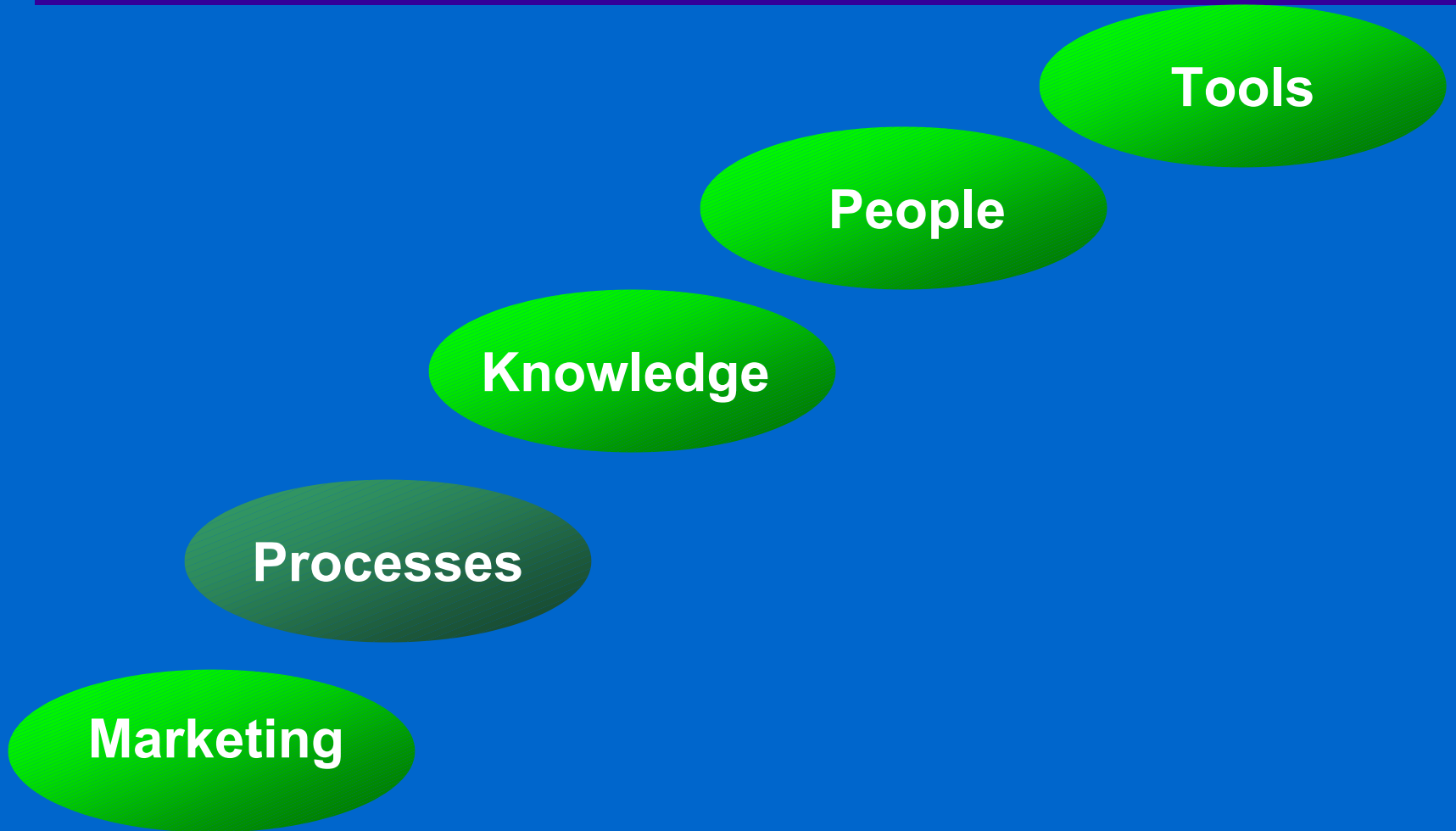
**Customers' expectations are shaped  
by their interactions with *all* the  
service organizations they interact  
with.**

# Support Marketing

- **Create support packages with specific SLAs**
- **Offer several differentiated offerings**
- **Offer creative 24x7 solutions**
- **Manage renewals as a sales function**

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# What will we cover?



# Case Resolution Models

Tiered

Touch and Hold

Second-Line Rep

Backline Rep

First-Line Rep

Frontline Rep

Customer

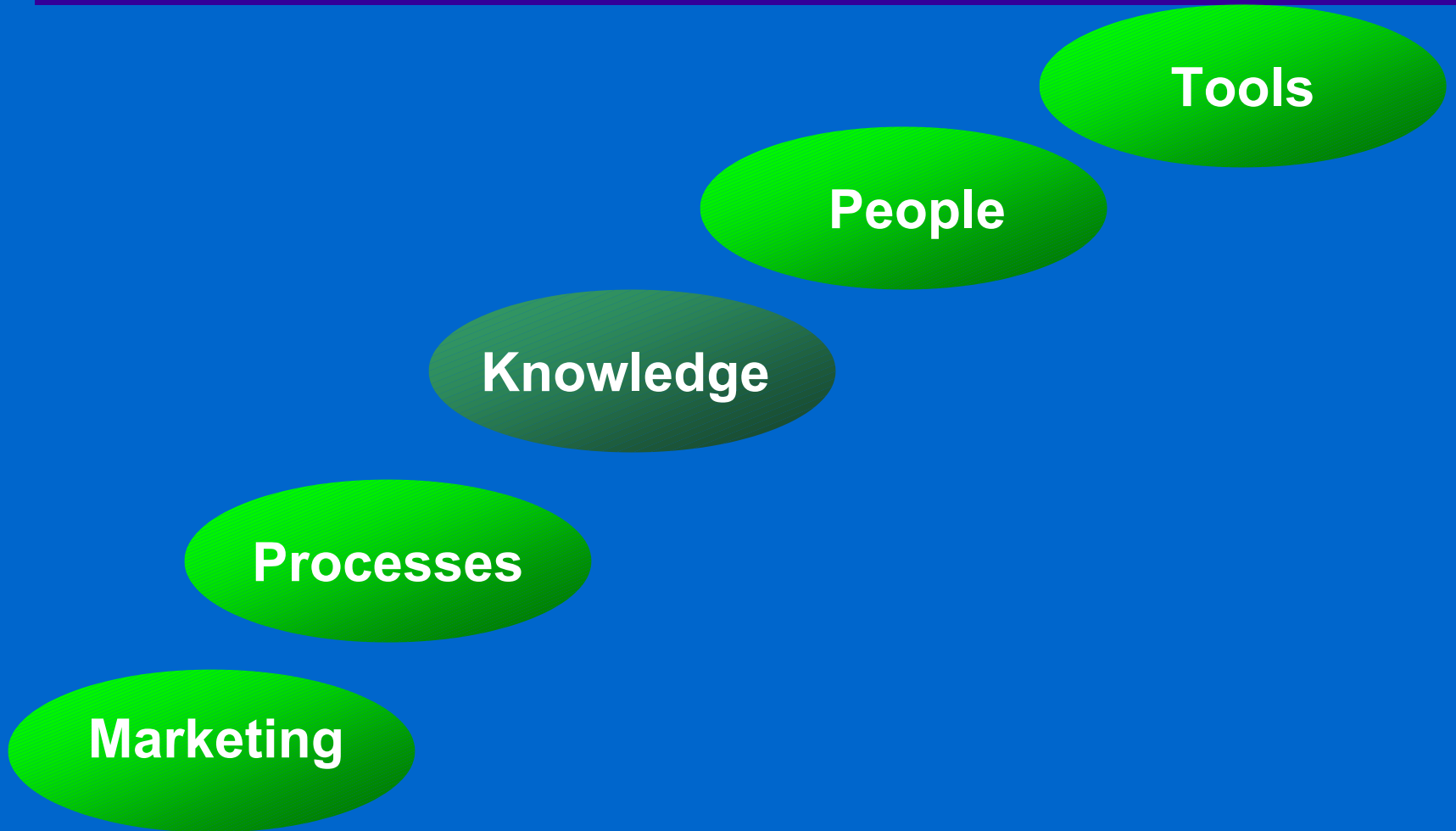
Customer

# Case Resolution Process

- **Pick a model**
- **Push for one-interaction close**
- **Be consistent across channels and products**
- **Use case reviews**

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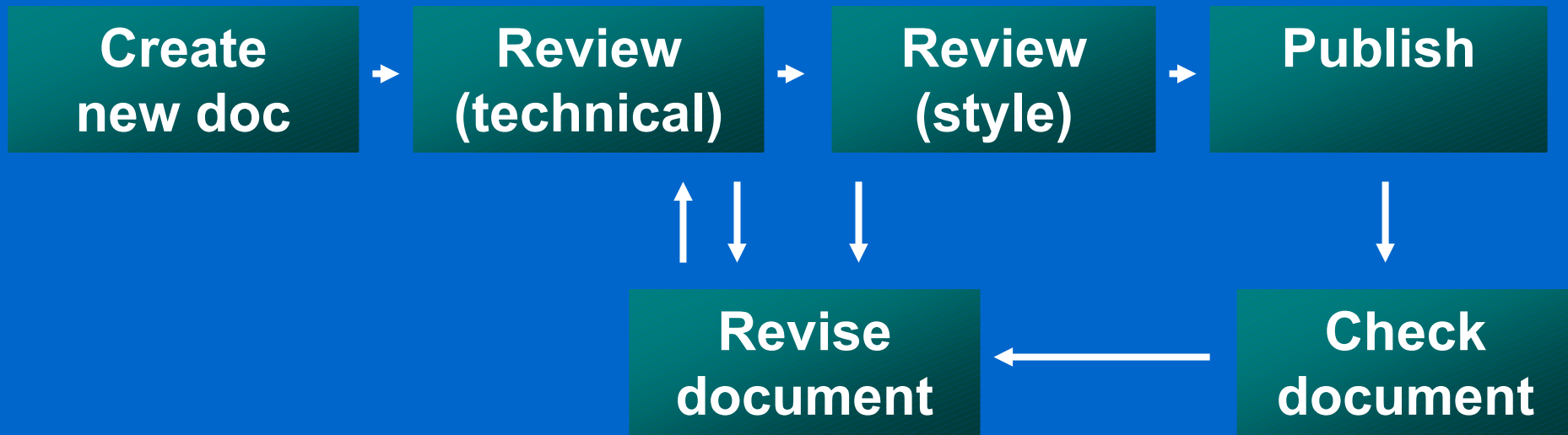
# What will we cover?

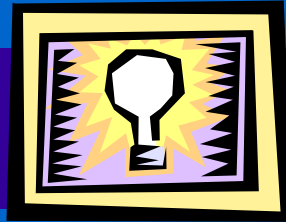


# Knowledge Management

- **One global repository**
- **Integrate issue resolution and knowledge management**
- **Streamline publishing**
- **Leverage user input**
- **Keep documents current**

# Knowledge Management Process

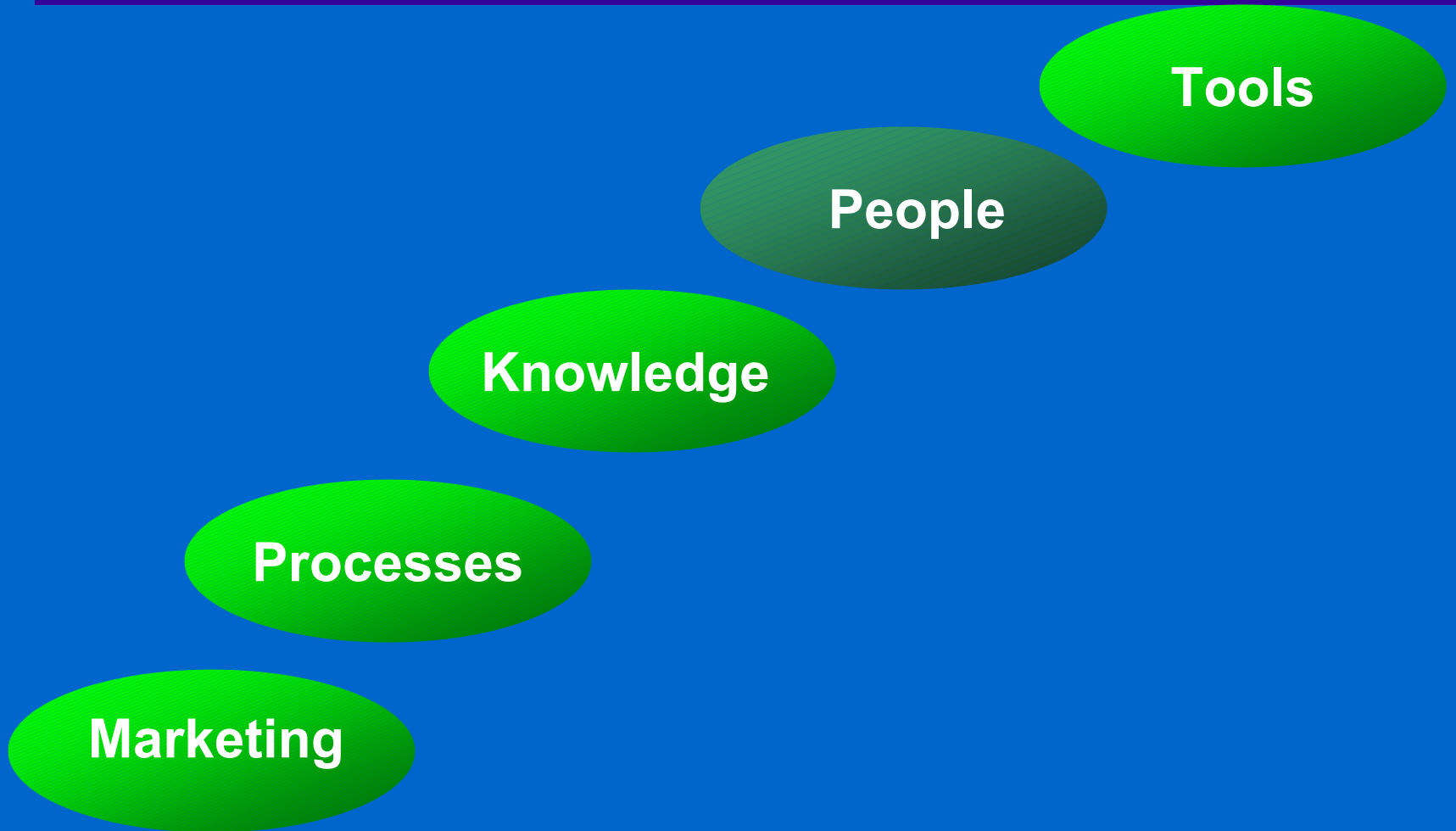




# Start fresh: dump old documents

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# What will we cover?

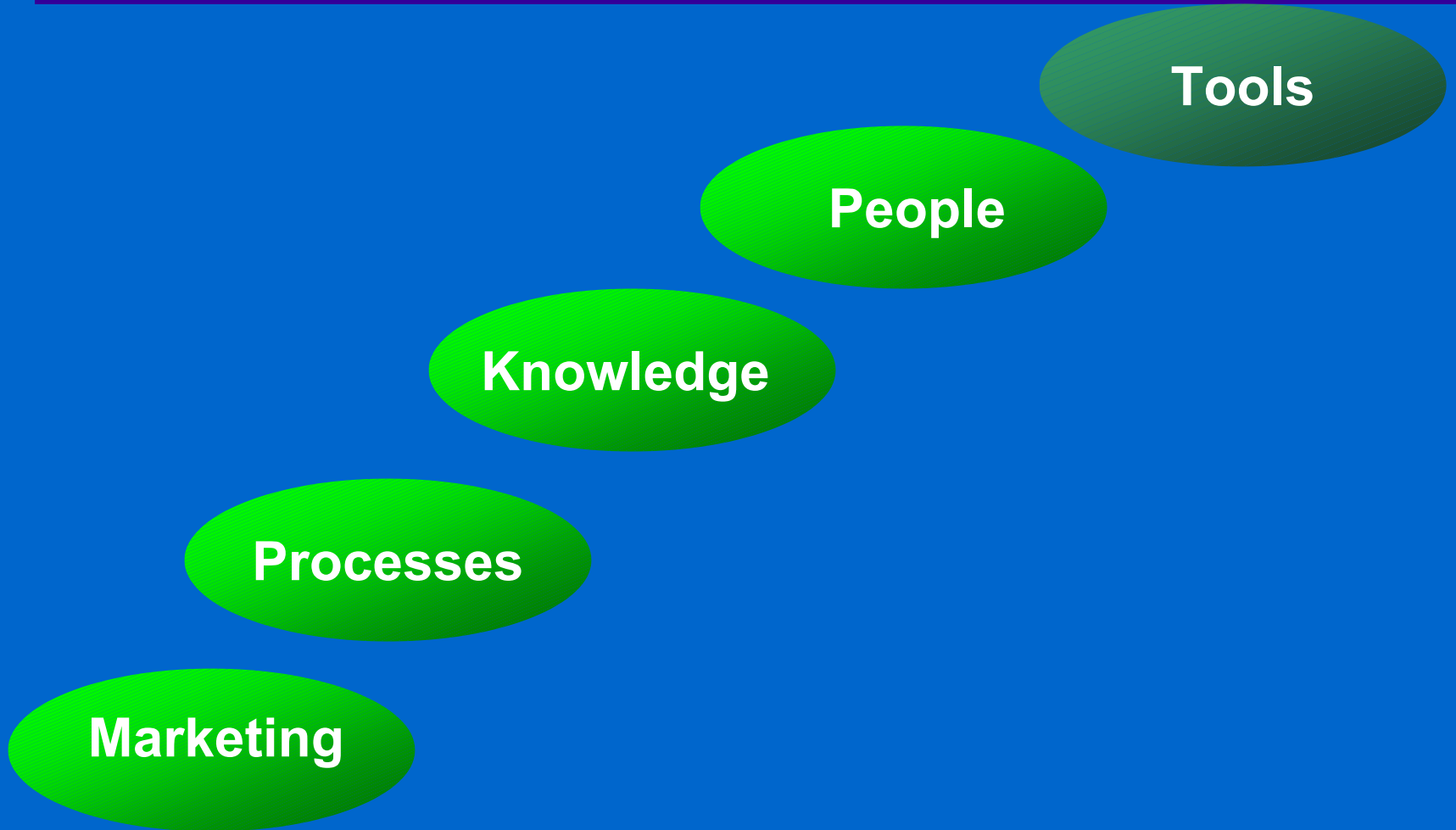


# People Management

- **Leverage dispersed teams**
- **Cultivate skilled generalists vs. specialists**
- **Align goals and objectives**

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# What will we cover?

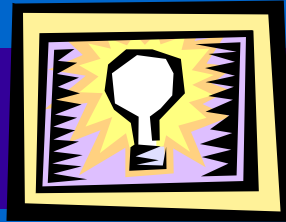


# Tools

- **Integrate knowledge, resolution, communications**
- **Gather clean data as part of the normal process**
- **Go for simple tools; minimize customizations**

# Metrics

- **Define a minimalist, yet complete dashboard**
- **Measure results, not activities**
- **Measure performances against targets, not averages**



**If you cannot remember your key metrics, you have too many**

# Questions?

## Contact Information

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# World-Class Support



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