



10 TIPS

FOR IMPROVING HELP DESK SERVICE EXPERIENCE

ManageEngine[®]
SupportCenter Plus



INTRODUCTION

It doesn't matter whether you're an enterprise with thousands of customers or a small business with just a handful of employees. It doesn't matter if your help desk is internally or externally facing (or both). It doesn't matter whether you use a paid-for or free help desk tool. Regardless of your situation, one thing is the same for everyone – you must deliver a service to your customers.

How you deliver service in terms of processes may vary, but delivering great support and customer service more often than not comes down to one thing – the capability and inclination of the person delivering the service. Those that work in front-line support need to understand more than just the technical problem/issue that any one customer is experiencing; you need to understand the context – the customer's context.



LET'S TAKE A LOOK AT THE REALITY

Your customers aren't interested in whether you're working alone to deal with their ticket or with a team of 100 support staff. They aren't interested in the fact that you might have bigger incidents to deal with than theirs. All that matters to your customers when they submit a ticket is:

- That their issues are fixed and/or their request is responded to quickly (and effectively)
- That if it cannot be dealt with quickly, that their expectations are managed appropriately
- That the person they are dealing with on the help desk is understanding, polite and friendly

Of course what they really want is to not have to submit an incident or request in the first place, but like I said we're looking at the reality here!



OUR ADVICE

Understanding the reality of how the customer feels is incredibly important – it's the backbone to providing great service. It's the people delivering the service that make the difference to a customer, not specifically the actual resolution of any issue. You must understand the context and needs of your customers to be able to deal with them effectively.

With that in mind, we've pulled together a few tips on how to manage customer issues from the help desk:



MANAGE EXPECTATIONS

01

Ok, so you've received the ticket and you know that you can fix the issue but unfortunately you are unable to do so until tomorrow? Ok, that's fair enough, but how about letting the customer know that? You might know it will be fixed first thing tomorrow, but with no communication from you the customer simply thinks that their ticket hasn't been picked up and/or they are being ignored. Let the customer know the situation. They might not be very happy that their issue isn't going to be resolved until tomorrow, but at least they know what is happening.



LISTEN

02

Make sure that you have heard and understood everything that the customer has said to you. If you missed something, or it wasn't clear, be honest about it and ask them to repeat. Where possible paraphrase the customers statements to make it clear to them that you understood what they told you. Not only will the customer respect you for it, but it will put them at ease that you are actually in a position to fix their issue.



DON'T BE NEGATIVE

03

Be careful how you phrase things; don't say "I can't help with that" say "let me speak to my colleague who will be in a better position to help you". Nobody likes negative statements, least of all customers who are experiencing issues.



RELATE TO CUSTOMER EMOTIONS

04


Are they stressed and angry at the fact that the printer isn't working? Try saying something like "oh it's such a pain when that happens isn't it?" or "it's crazy isn't it that a printer has the ability to ruin a persons day, technology is annoying isn't it?" The customer wants to hear you relate to their issue and they want to know that you understand how they are feeling.



DON'T USE TECHNICAL LANGUAGE

05

You never know, you might be speaking to a customer who has a technical background, but unless you know that for certain, assume otherwise. Speak to the customer using simple terms to explain the problem and process, keeps words like FTTC, hyper-V, and UASP out of it. Make sure the customer understands exactly what you are saying to them.



DON'T TREAT YOUR CUSTOMERS AS THOUGH THEY ARE STUPID

06

Whilst it is important to not use technical language to confuse customers, don't make comments such as "you won't understand the issue as it's highly technical..." either. You're likely right that they won't understand, but you don't need to tell them that – nobody likes to be made to feel stupid.



ACCEPT RESPONSIBILITY

07

Even when an issue is not your fault, accept responsibility and apologize. The customer isn't interested in excuses or listening to you blame others, they're much more interested in you fixing the issue.



BE POLITE

08

Even if the customer is raising their voice. Show them respect by remaining calm and talking sensibly. Also, don't forget that nine times out of ten you are not going to be dealing with the customer face to face. They are not going to be able to observe your body language and facial expressions, therefore being polite is very important to convey what your body can't.



DON'T MAKE PROMISES YOU CAN'T KEEP

09

Before you offer a commitment to a customer, make sure you are 100% sure you can keep it. Nothing annoys customers more than a broken promise.



FOLLOW UP

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Set aside 10-15 minutes a day to give a quick phone call to the customers who's issues you resolved a few days earlier. Check that everything is still ok and that they are still happy.



ABOUT MANAGE ENGINE

ManageEngine is the leader in low-cost enterprise IT management software. The ManageEngine suite offers enterprise IT management including Network Management, Help Desk & ITIL, Bandwidth Monitoring, Application Management, Desktop Management, Security Management, Password Management, Active Directory reporting, and a Managed Services platform. ManageEngine products are easy to install, setup and use and offer extensive support, consultation, and training. More than 55,000 organizations from different verticals, industries, and sizes use ManageEngine to take care of their IT management needs cost effectively. ManageEngine is a division of ZOHOO Corporation. For more information, please visit www.manageengine.com.

ABOUT SUPPORTCENTER PLUS

SupportCenter Plus is a web-based customer support software that lets organizations effectively manage customer tickets, account information, contact information, and service contracts. Over 5000 organizations use SupportCenter Plus to provide their customers a world-class support experience. SupportCenter Plus is available in 16 different languages.

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