



Engage



Serve



Grow

The Evolution of Support

TOP TRENDS IN SUPPORT | 2020 AND BEYOND



www.servicexrg.com

ABOUT SERVICEXRG

ServiceXRG

- Established in 2004.
- Exclusively focused on the technology services industry.
- Market research and consulting services.
- Expertise in program design, pricing, service sales, marketing, delivery, renewal and retention strategies.
- Competitive analysis, best practices and performance benchmarking research and user studies.

Tom Sweeny, Founder and CEO

- 30 year industry veteran.
- Service practitioner and researcher.

LATEST RESEARCH

We publish articles and research on the latest trends in Technical Support, Customer Success and CX. Click the link to receive new updates.

Subscribe

[THE TANGIBLE IMPACT OF CX AND CUSTOMER SUCCESS](#)

A well-defined CX strategy combined with an effective Customer Success (CS) operating model can yield significant and tangible benefits including retention and expansion of existing relationships and the strengthening of your product and service reputations.

[DIGITAL CUSTOMER EXPERIENCES \(DCX\)](#)

Many customer touchpoints with your company are conducted digitally through web self-service and automated tools. It is imperative to consider how customer experiences are impacted by services delivered through digital channels. This article introduces how to define and measure Digital Customer Experiences (dCX).

[TREAT YOUR SERVICE PORTFOLIO AS A PRODUCT LINE](#)

Service and success programs are a significant source of revenue. To assure that they yield their maximum revenue potential, treat service portfolios as strategic offerings in the corporate portfolio by assigning dedicated program management resources.

[STOP SELLING SUPPORT AND START SELLING SUCCESS](#)

It is no longer enough to attach a support program to a product sale. Effective Success Sales teams must be able to establish long term service relationships that last and grow well beyond the initial sale.

[BEST PRACTICES FOR SUPPORT WEB SITE DESIGN](#)

The primary objective of a support web site is to help customers find the information and resources they need quickly and intuitively. Well-designed support web sites encourage customers to invest their time to explore and discover the information they need. This article introduces the elements and practices for effective web support site design.

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[YOUR SUPPORT VALUE PROPOSITION IS OUT OF DATE](#)

In a subscription economy your support value proposition is likely out of date. If your value proposition is based on promising access to update and service level response its time to for support value proposition refresh.

[TOP SERVICE CHALLENGES FOR 2020](#)

Welcome to 2020! What do you consider to be the top challenges for your service organization in the year ahead? Hiring, training and retaining staff? Transitioning to a subscription model? Implementing new service technologies? Redefining your service portfolio? Adopting success practices? Satisfying and retaining customers? Expanding revenue?

[SUCCESS MARKETING AND PORTFOLIO MANAGEMENT](#)

Technology service programs are evolving to offer new value and benefits such as use and adoption assistance and resources to help attain successful outcomes. As technology service programs change service marketing must evolve beyond selling the initial service engagement and focus on sustaining and growing relationship value.

[HOW ORGANIZATIONAL STRUCTURE LIMITS YOUR ABILITY TO ACHIEVE SERVICE OUTCOMES](#)

The current organizational structure of your Services team and alignment with other customer facing resources may inhibit your ability to retain customers and expand relationship value. Organizational alignment, increased cooperation, and shared goals are key to customer retention and revenue expansion initiatives.

CONTACT



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Customer Success + Support A Powerful Partnership

MARCH 24 & 25, 2020


THE BELO MANSION & PAVILION, DALLAS, TEXAS



ASP
2020
CONFERENCE

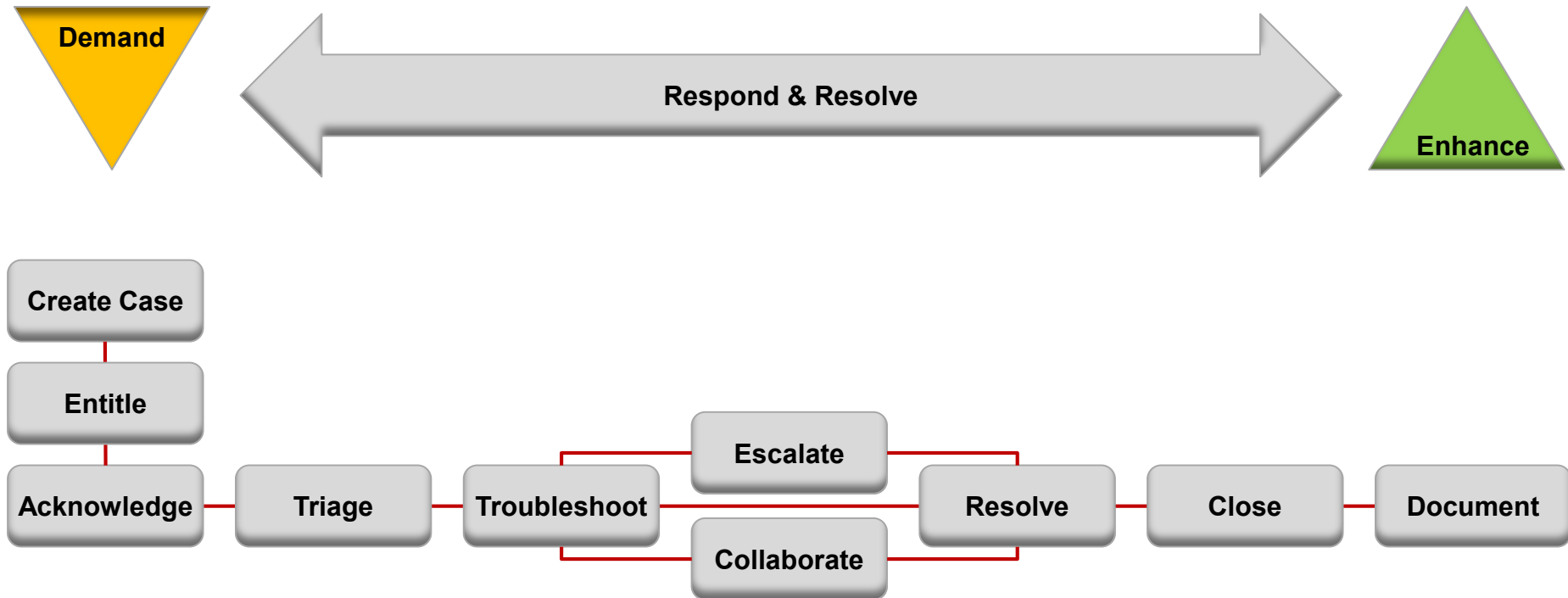
CUSTOMER SUCCESS + SUPPORT:
A POWERFUL PARTNERSHIP

[LEARN MORE](#)



STEADY AS SHE GOES

THE SUPPORT PROCESS



PERENNIAL EXPECTATIONS OF SUPPORT

CX



Financial



Innovation



SUPPORT

**Customer
Self-Sufficiency**

**Continuous
Improvement**

**Multi Channel
Delivery**

**Collaboration &
Knowledge
Sharing**

**Resolve &
Deflect**

Self-Help
Knowledgebase | Bots
Social | Community
Monitoring | Alerting

Create Case

Phone | Chat | Web | Mobile | Call Home

Entitle

Contracts Database
Support Portfolios

Swarms | Teams | Tiers | Partners | Inter-Department

Acknowledge

Triage

Troubleshoot

Escalate

Collaborate

Resolve

Close

Document

Auto-Response

SLA Management

Knowledge Sharing
Skills Development

TSANet Connect™

Voice of the
Customer

Data Analytics

Knowledge
Management

The Foundation of Post Sales Customer Engagement

CRM | Ticket Management | Contracts | Success Management | Product Management | Bug Tracking

Infrastructure

Skills

Collaboration

**Customer
Insights**

Process

**AI &
Automation**

Revenue



**THE TECHNOLOGY SERVICES
INDUSTRY IS IN TRANSITION**

THE RISE OF SUBSCRIPTION



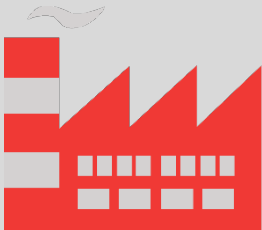
Born in the Cloud

Products and services brought to market with subscription licensing model with delivery and use in the cloud.



Perpetual to Subscription

Traditional provider migrating products to subscription / term licensing (use in the cloud and/or on premise).



On Prem to Cloud

Traditional on-prem provider has developed or acquired cloud capability to complement or replace its current on-prem portfolio. Subscription licensing introduced for some or all products.

THE SUBSCRIPTION MINDSET

- Customer retention is everything!
- Growth is dependent upon the longevity and expansion of relationship value.
- The customer engagement model emphasizes adoption and attainment of successful outcomes.
- Responsibility spans all customer-facing organizational silos.

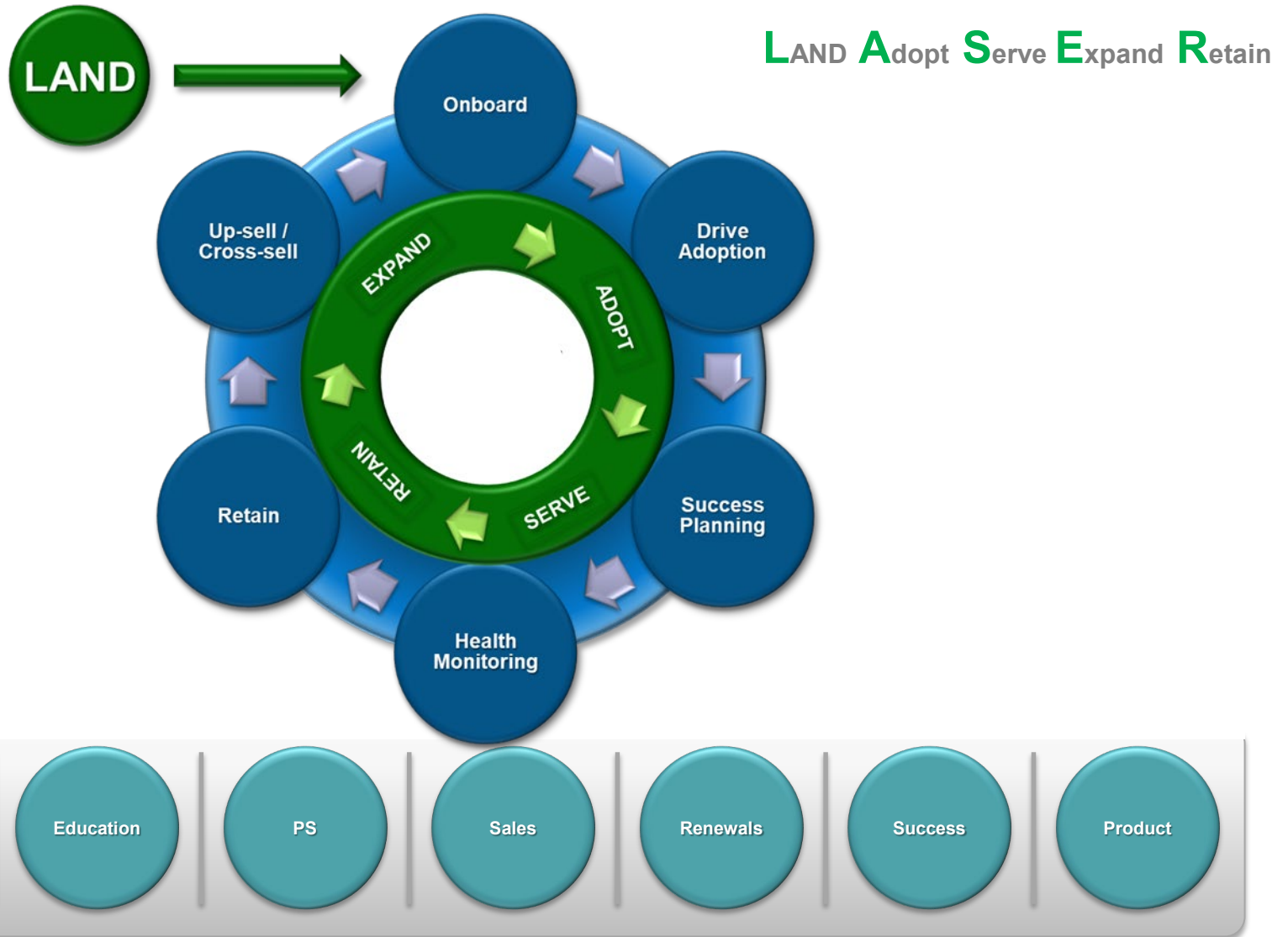
SUPPORT – CX – SUCCESS

The Customer engagement model is evolving to a full-lifecycle approach to customer experience management.



Engage, Retain and Grow
Customer Relationships

SUPPORT IN CONTEXT



IMPLICATIONS FOR SUPPORT

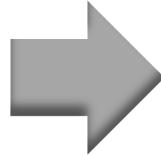
1. Support will be asked to take on new customer engagement activities or will relinquish activities to adjacent CS groups (adoption | success | retention | expansion).
2. Support will be held to account for the delivery and/or contribution to CX strategic outcomes.
3. Measures of support success will shift from transactional efficiency to retention and growth of account relationships.
4. The emphasis on NPS shifts to Net Recurring Revenue.
5. High-touch customer engagement will necessitate enhanced use of tech-touch automation and self-guided customer activities.
6. Deflection as a strategy is out, Prevention is paramount.

THE EVOLUTION OF SUPPORT

- Support has been the foundation of post-sales customer engagement for decades.
- New licensing models and recognition that customer retention is essential has led to enhanced approaches to engage and retain customers.
- Support must find ways to contribute to the execution of CX and CS strategies and practices.
- Core support practices will persist but Support as we know it will evolve.

TOP SUPPORT TRENDS

Customer Self-Sufficiency



Customer Proficiency

Multi Channel Delivery



Optimal Engagement

Resolution



Outcomes

Improvement



Prevention

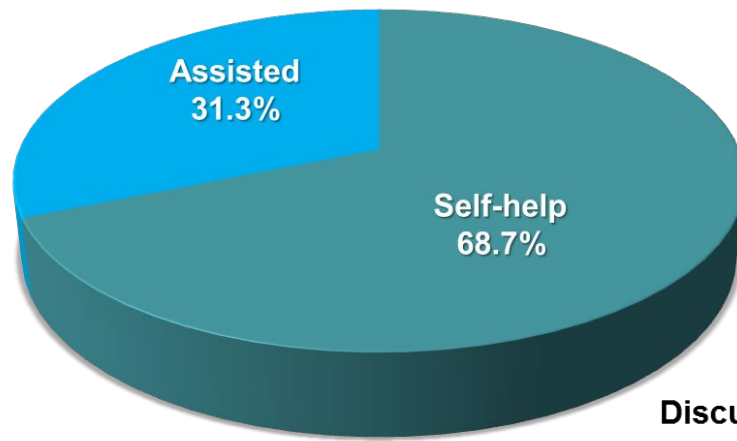
Customer Proficiency

THE PATH TO PROFICIENCY

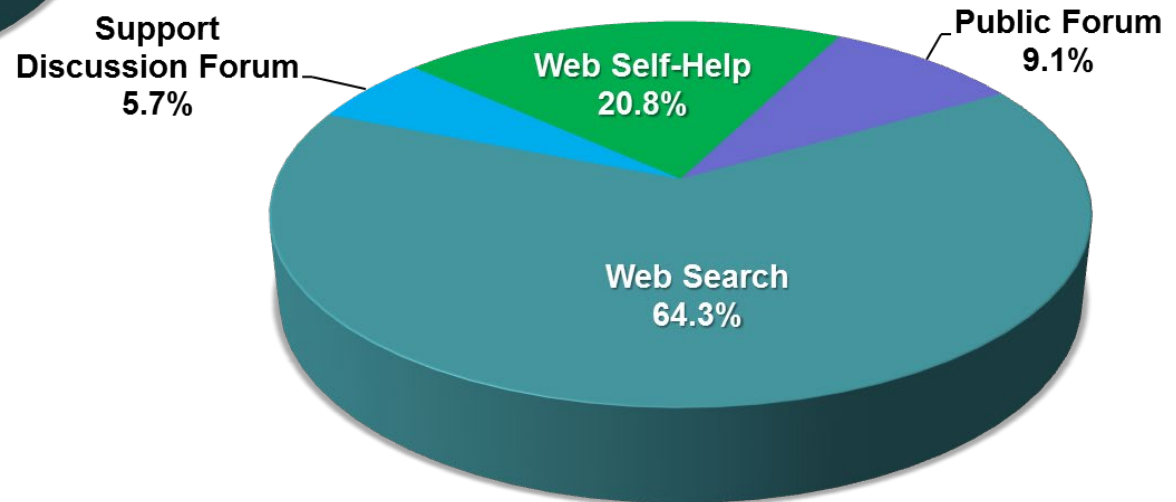
- Proficiency is the attainment of knowledge and skills necessary to use a product effectively.
- Proficiencies is gained through instruction, guides, and examples.
- Onboarding and adoption guidance provide a foundation for attainment of necessary skills.
- Success planning, training, account management and coaching align proficiency with desired customer outcomes.

CUSTOMERS WANT TO BE SELF-SUFFICIENT

What customers do first when they need help



Self-help resources used

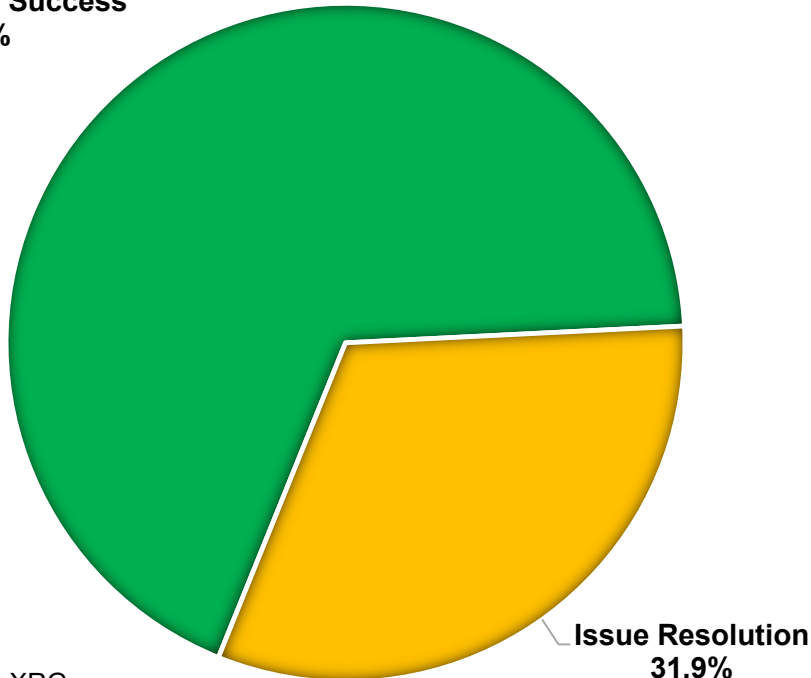


BUT...

MOST “SUPPORT NEEDS” RELATE TO THE ADOPTION AND USE OF PRODUCTS

The primary reason customer engage vendor services

Adoption and Success
68.1%



The average impact of self-help initiatives

23%

Average Deflection Rate

WHAT CUSTOMERS WANT TO BE PROFICIENT

What type of assistance or resources would help you become more proficient?

	Beginner	Intermediate	Expert
More / Better training	20.0%	50.0%	43.3%
Better product documentation and help	20.0%	27.8%	29.8%
How to videos	60.0%	22.2%	22.2%
Templates or application examples	20.0%	33.3%	31.7%
A resource to provide coaching (CSM)	20.0%	33.3%	36.5%
User guides, tips, or tutorials	40.0%	27.8%	35.3%
Access to technical support	0.0%	55.6%	40.5%

SUPPORT OPPORTUNITY

- Support has always been in the business of delivering just in time training.
- Current KM and self-help delivery infrastructure is highly effective for proficiency development.
- Customer interaction informs support about where skills gaps exist.
- Reduction in support demand stems from increases in user skill levels.
- Build support offers and capabilities to drive proficiency.

SALESFORCE TRAILHEAD

Trails are guided learning paths to build and verify competencies – both technical and application focused.

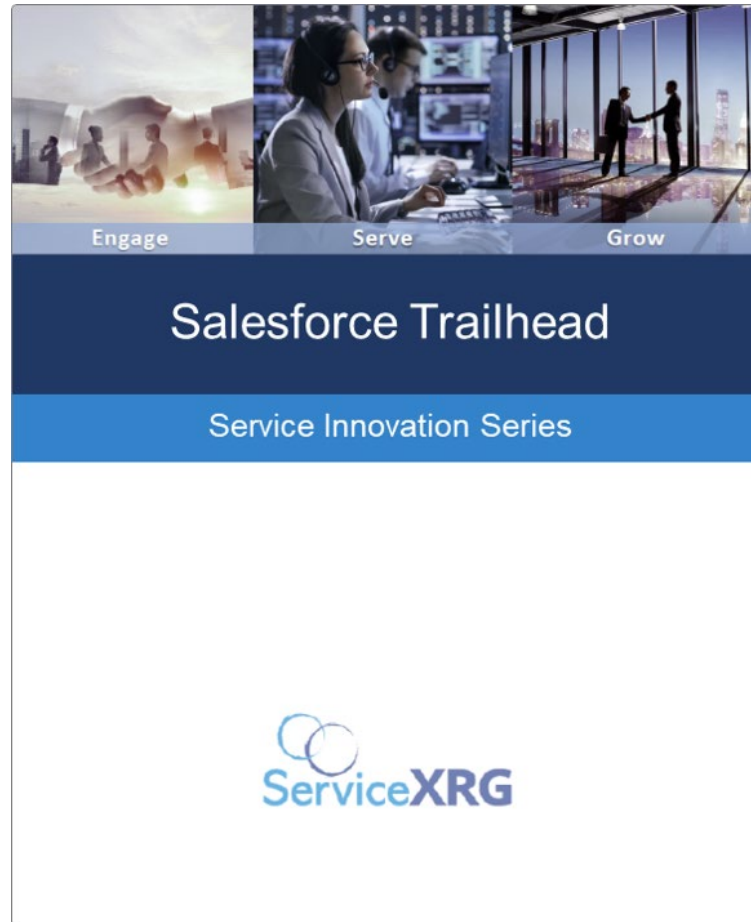
Learning modules are free. Skills and competencies are tracked, and participants are incented through points and badges.

The image displays a grid of six Salesforce Trail cards, each representing a different learning path. Each card includes an icon, duration, number of modules, title, description, and user level tags.

Trail Title	Duration	Modules	User Levels
Build Your Career in the Salesforce Ecosystem	2 hrs 20 mins	2 Modules	Admin, Beginner
Build Your Customer Service Management Toolkit	2 hrs 55 mins	6 Modules	Business User, Intermediate
Build Your Ecommerce Site with Salesforce B2C Commerce	50 mins	2 Modules	Business User, Beginner
Build Your Practice as a Consulting Partner	4 hrs 30 mins	6 Modules	Business User, Beginner
Build Your Sales Career	1 hr 50 mins	4 Modules	Business User, Beginner
Build and Administer Analytics	11 hrs 35 mins	5 Modules + 4 Projects	Admin, Intermediate

SALESFORCE TRAILHEAD

Read the report, it's FREE



PTC SUCCESS PLANS

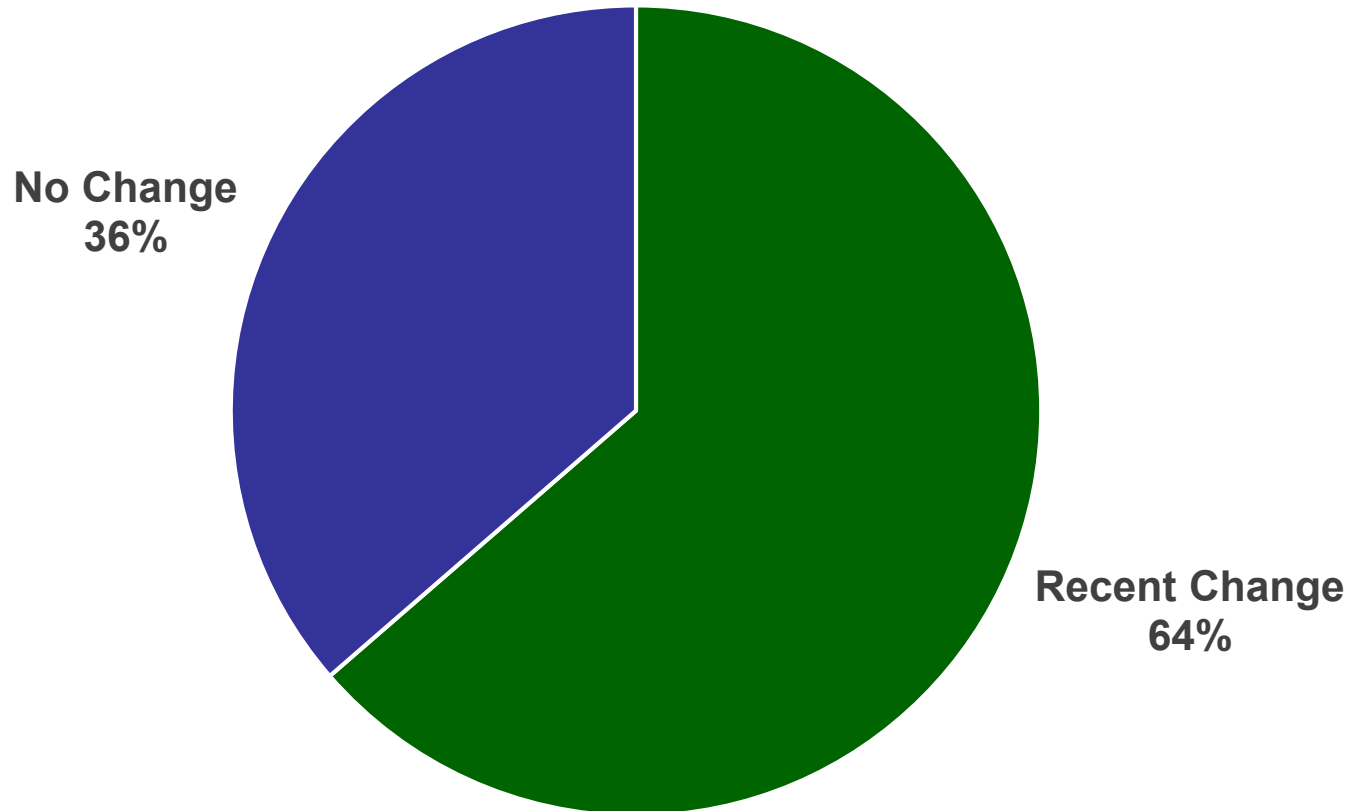
- Onboarding, adoption, success and proficiency are primary objectives.
- Customers have access to coaching and outcome services through point-based purchases.
- Alignment of customer organizations is designed to establish cooperation and shared goals and objectives.
- Support is included success plans are sold.

Rapid Outcome 4 pts Accelerate Custom Course Creation Learn how to create your first custom course and publish the course for end-user consumption. Tags: All	Rapid Outcome 15 pts Accelerated Startup For ThingWorx Manufacturing Apps Deploy the ThingWorx Manufacturing Starter Apps in your first week. Tags: ThingWorx Manufacturing	Rapid Outcome 3 pts Accelerate Your eLearning Complete your eLearning setup for 25 users and develop your first course or learning path. Tags: All
Success Service 50 pts Accelerate your Vuforia Studio Proof of Concept Receive a demonstrable AR Experience based on your defined use case. Tags: Vuforia Studio	Rapid Outcome 12 pts Access a Dedicated Support Engineer Ensure success with dedicated support availability. Tags: All	Rapid Outcome 8 pts Access Upgrade and Migration Weekend Support Secure a smooth weekend upgrade or migration. Tags: All
Rapid Outcome 15 pts Analyze Training Plan Impact Identify and understand the impact of training execution to make an informed decision on next steps. Tags: All	Time-Based Service 25 pts Architect Mentoring Augment your team's efforts with help from a PTC Architect Tags: All	Success Service 28 pts Axeda to ThingWorx Transition Workshop Create a detailed plan, with recommended steps to move from Axeda to ThingWorx while maintaining key functionality from Axeda, and looking towards the future of how you can take advantage of the ThingWorx Platform. Tags: ThingWorx Platform
Rapid Outcome 12 pts Brand InService Book Build Stylesheet	Rapid Outcome 4 pts Brand InService User Interface Update InService with your corporate logo and web	Rapid Outcome 20 pts Build a Training and Mentoring Plan

Rapid Outcomes = 61 | Success Services = 14 | Time-Based Services = 7

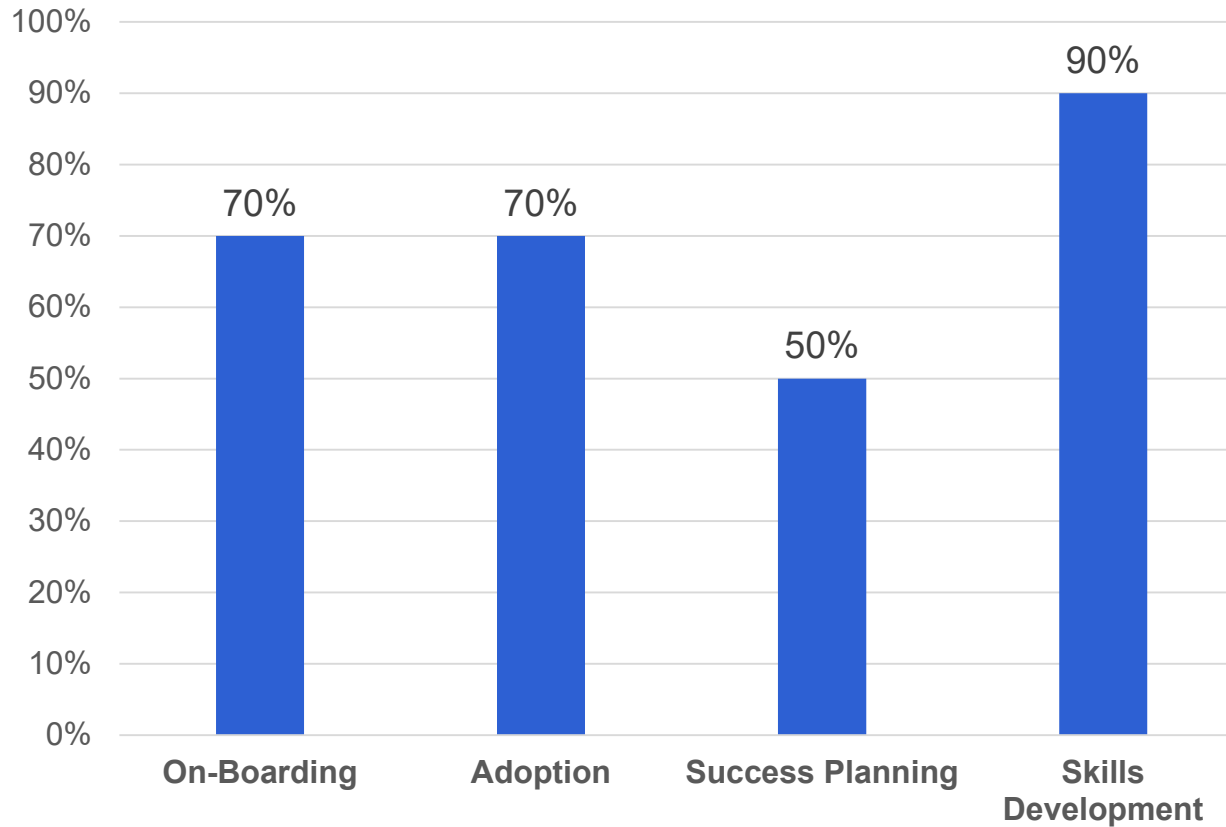
PORTFOLIOS IN TRANSITION

Portfolios Recently Modified



Nearly three-quarters of companies evaluated for this study are currently modifying their portfolio or have recently done so.

PROFICIENCY FOCUSED



Nearly all support portfolios evaluated include some sort of success / proficiency focused entitlements.

Optimal Engagement

DON'T JUST REACT – ENGAGE!

- Do not assume that if you have not heard from a customer that they are okay.
- Proactively engage customers through any means necessary to sustain the relationship.
- Customer engagement is essential to long term profitability.
- Engagement incurs a cost, but may be less expensive than lack of engagement.

SUPPORT DEMAND

HOW ACTIVE IS YOUR CUSTOMER BASE



HOW WELL DO YOU KNOW YOUR CUSTOMERS?



Detractors



Passives



Promoters

WHAT ABOUT THE CUSTOMERS YOU DON'T HEAR FROM?

HOW MUCH **\$\$\$** IS AT RISK

WHY WE LOSE CUSTOMERS

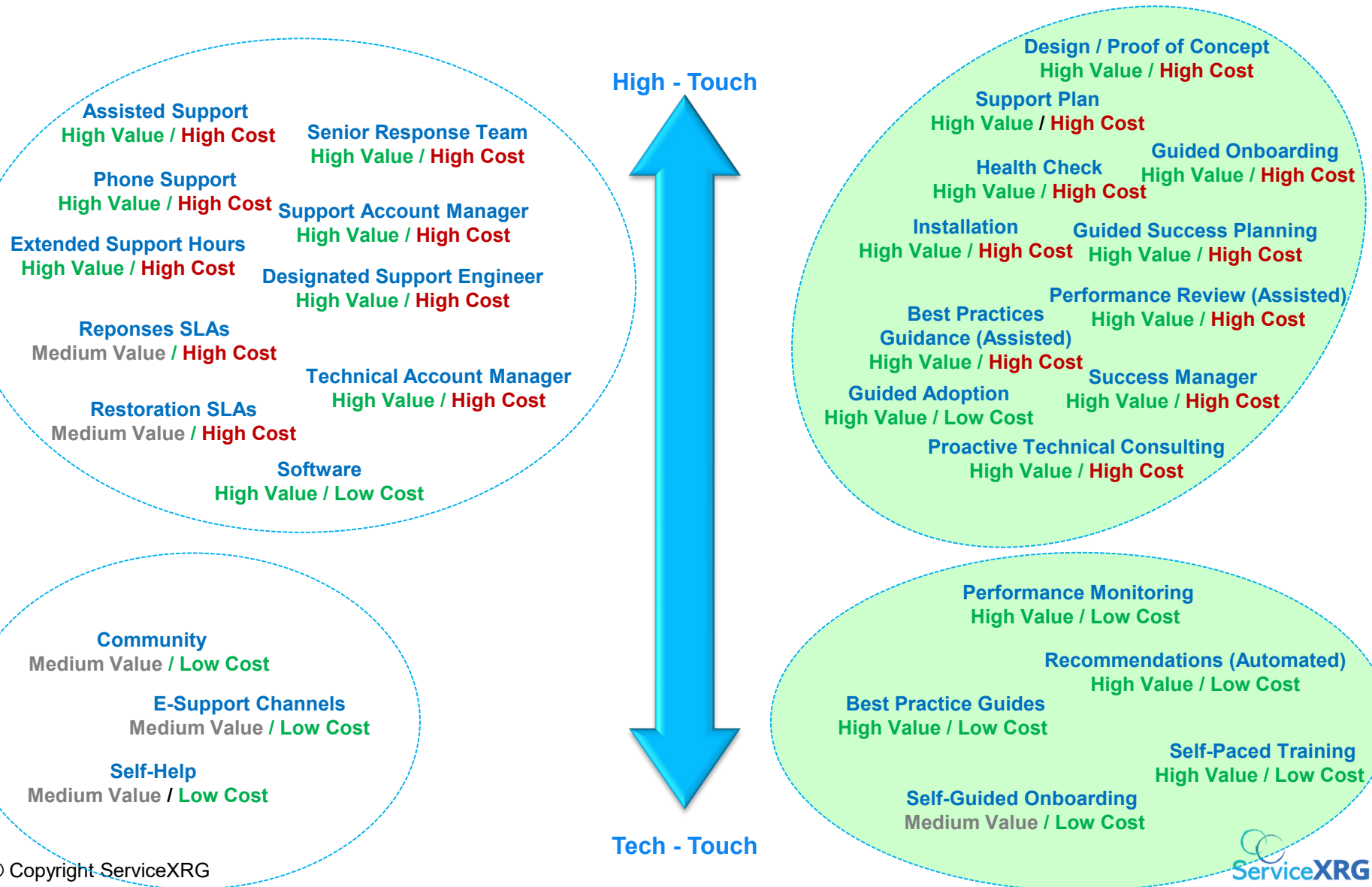
Service Contracts

- No Longer Use Product
- Lack of Value / Budget
- Product Maturity
- Poor Service Quality
- Lack of Engagement

Subscription

- Unable to Use Product
- Unable to Achieve Outcomes
- Defection to Competitor
- Poor Product Quality
- Lack of Engagement

HIGH-TOUCH | TECH-TOUCH



ONBOARDING

Actions:

- Assign post-sales account owner.
- Receive new accounts from Sales.
- Welcome the customer.
- Introduce Services.

Imperatives:

- Engage all new customers.
- Align expectations with capabilities.
- Establish personal relationships – nurture champions.
- Create multiple points of contact.

ACCOUNT PLANNING & MANAGEMENT

Actions:

- Establish (verify) needs and expectations.
- Define adoption milestones.
- Create a success plan.
- Assess training needs.
- Define cadence of check-ins.

Imperatives:

- Monitor adoption and success progress.
- Monitor skills gaps.
- Intervene when adoption or success milestones are not met.
- Sustain the personal relationship.

SUPPORT OPPORTUNITY

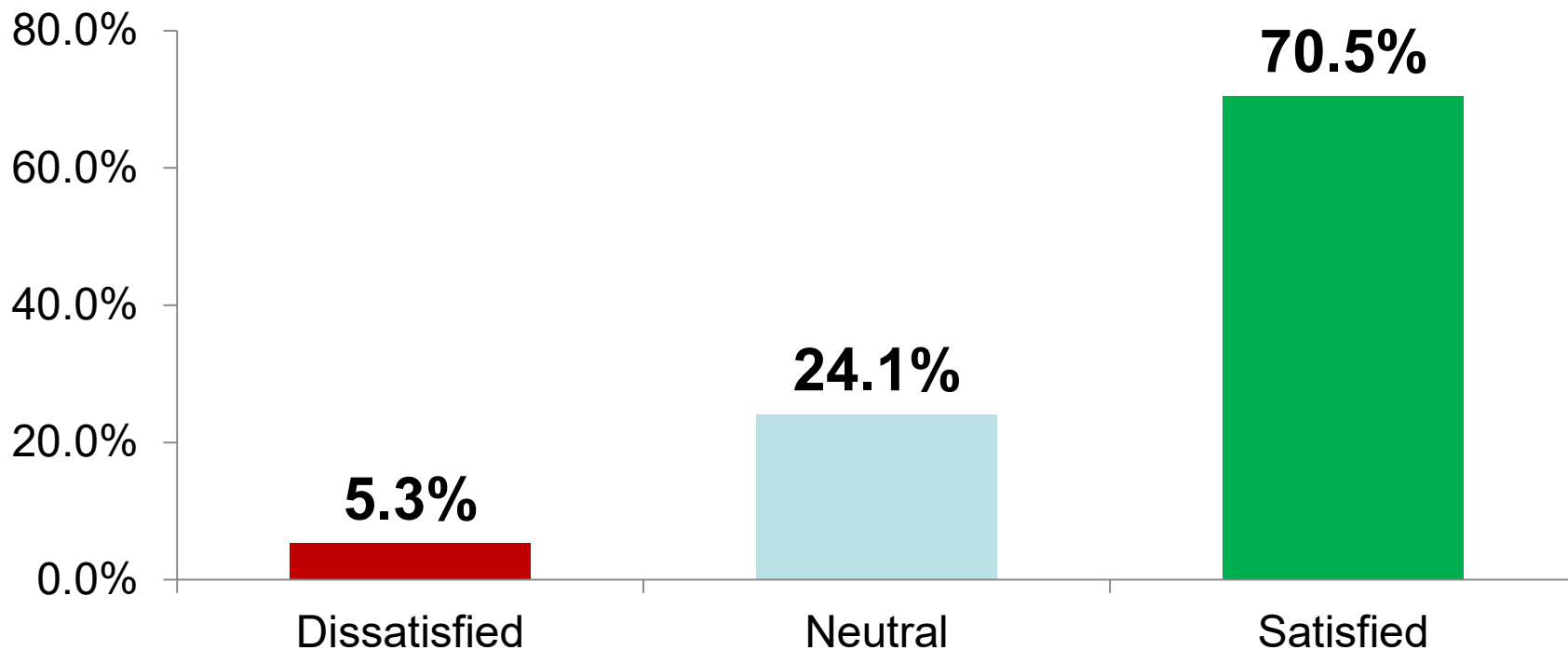
- Establish and sustain a relationship with customers from the initial sale.
- Early stage engagement should include onboarding, adoption and success or support plans.
- Employ a proper balance of high-touch and tech touch contacts.
- Leverage tech-touch engagement to free resources for personal touch activities.
- If you haven't heard from a customer be proactive.

OUTCOMES

RESOLVING THE ISSUE IS JUST THE BEGINNING

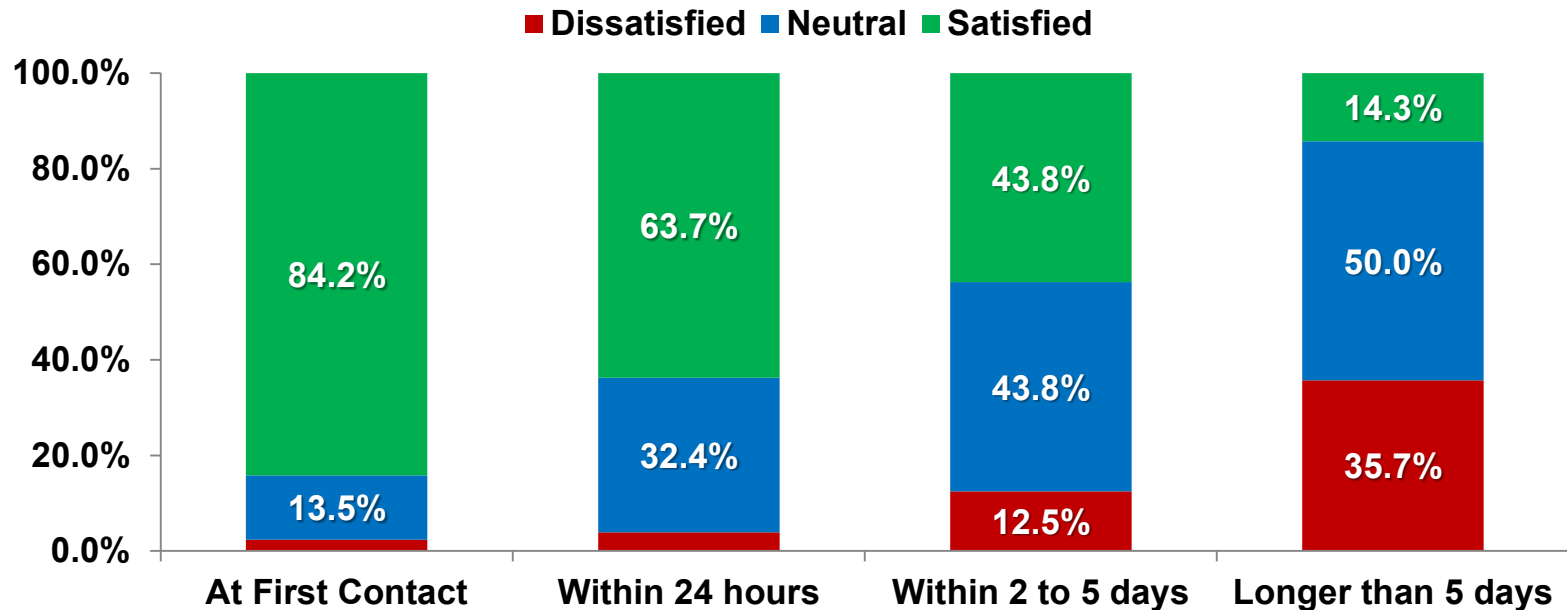
- Customers want speedy and comprehensive resolution of issues.
- Preferably at first contact, or resolved through self-help.
- Clear expectations set and met is the key to satisfaction.
- Resolving issues clears the way to drive outcomes.

SATISFACTION WITH CASE RESOLUTION



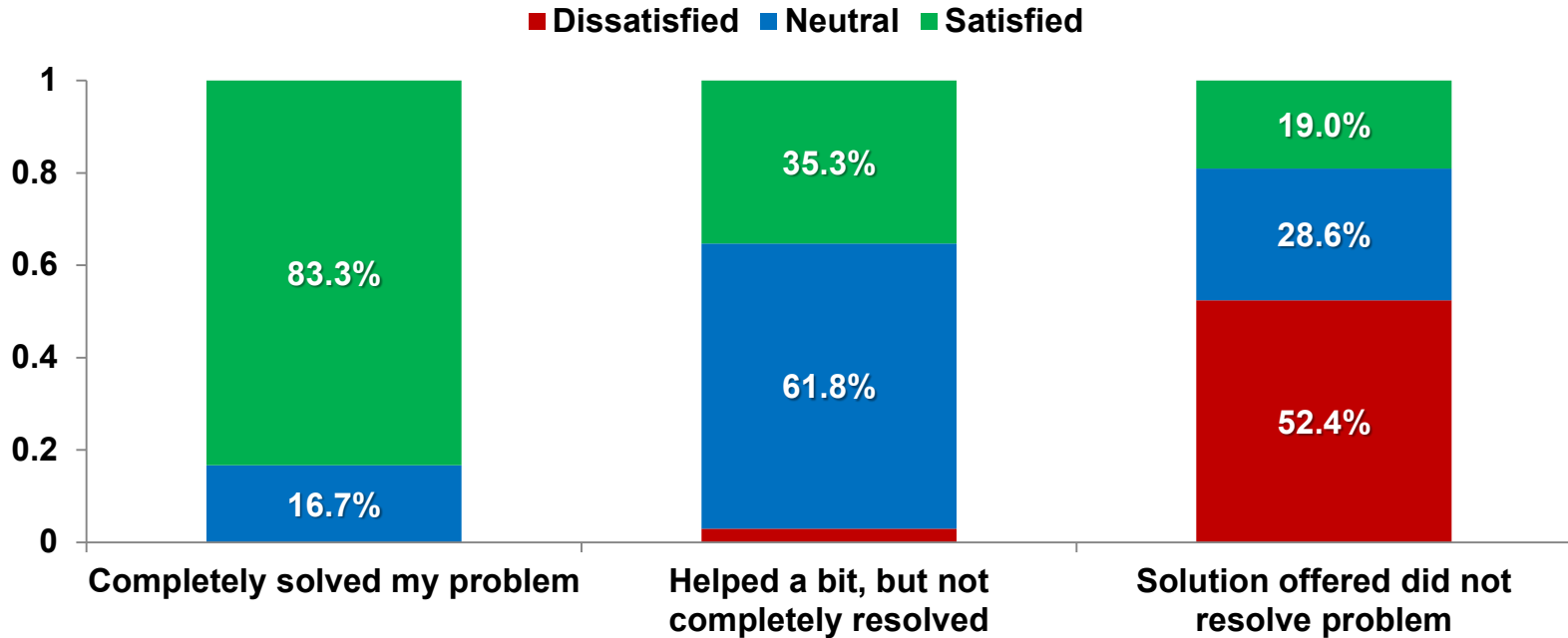
Overall 70.5% of cases are resolved to the satisfaction of customers regardless of time to close.

THE FASTER THE BETTER



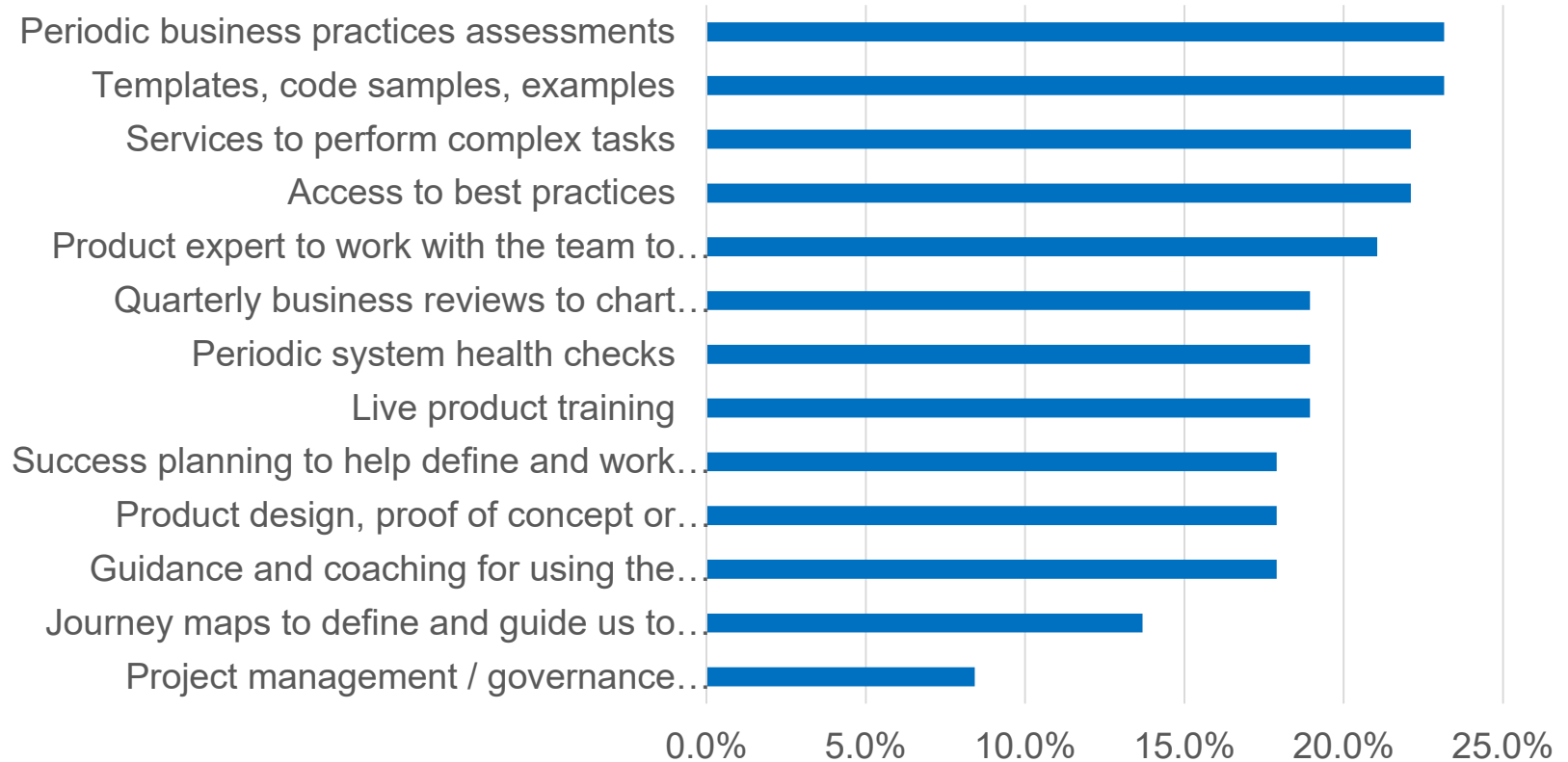
As time to resolve increases the level of dissatisfaction rises. Positive satisfaction can be sustained as resolution times increase provided that customers are kept up to date and feel that progress is being made towards resolution.

ANSWERS & OUTCOMES



Dissatisfaction is more closely associated with the effectiveness of an answer provided by Support. As the effectiveness of an answer declines the level of dissatisfaction with the support case grows.

PRODUCT SUCCESS



When we are helping customers solve issues, are we giving them what they need to be successful with your product?

SUPPORT OPPORTUNITY

- Drive repaid resolution of issues, yet be cognizant of giving customers the answer they need.
- Resolving an issue is a necessary first step in helping customers, but it is typically not the last step.
- Monitor what customer really need to effectively use your products...It is likely to be far more than great support.
- Develop programs through Support or Success to help customers go beyond resolution.

Prevention

PREVENT THE EVENT

- Support issues cost millions in service delivery resources and lost customer productivity.
- Determine the factors that inhibit customers use of a product.
- Isolate fault and error conditions that result in lost productivity.
- Identify actions to prevent issues before they occur.

CHANCES ARE, WE'LL CALL YOU

CAN WE GET THERE?

PURE STORAGE

CHANCES ARE, WE'LL CALL YOU

We have no Level 1 support. If you call us with an issue, you'll be talking to someone who can help you solve the problem. But our machine learning predictive support means that in most cases we'll be calling you first to tell you about a potential problem and schedule preventative maintenance. We open the majority of support cases, and so far we've resolved more than 500 Sev1 cases before they affected our customers.

99.99999%

DELIVERED
AVAILABILITY

ONE TRILLION DATA POINTS PER DAY

Pure1 Meta™ receives a rich set of telemetry data from the more than 10,000 Pure Storage arrays currently deployed. Sensors at multiple levels – from the array itself to external, connected devices – provide more than 1 trillion data points per day, which to date has created a data lake of more than 7+ PB.

HOW DID THEY DO IT

- A cloud based platform designed to be monitored and supported.
- Telemetry from thousands of devices.
- Defined models to predict and optimize performance.
- Support developed “issue fingerprints” to identify and predict problems.
- A vision and strategy to build a proactive service model.

**YOU DON'T NEED A TRILLION DATA
POINTS**



**CRM | CASE MANAGEMENT | DEV / QA |
SUCCESS**

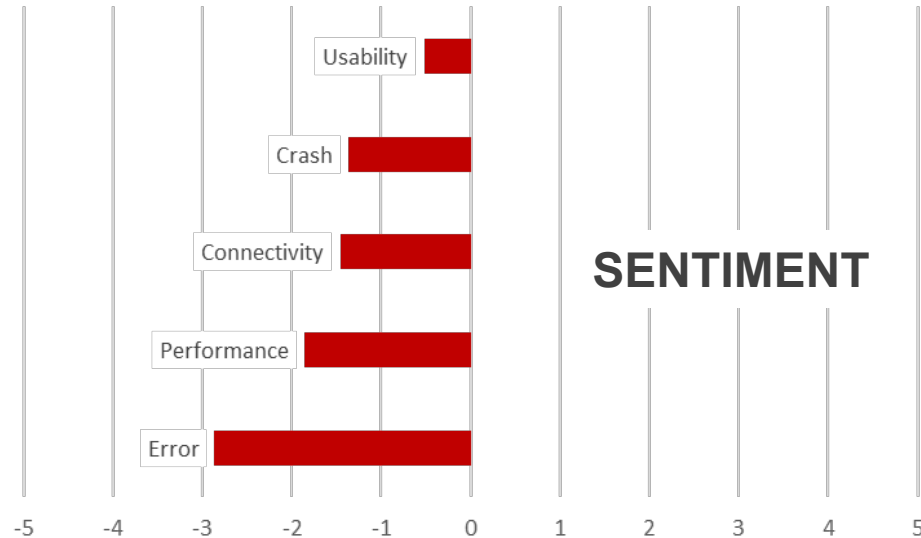
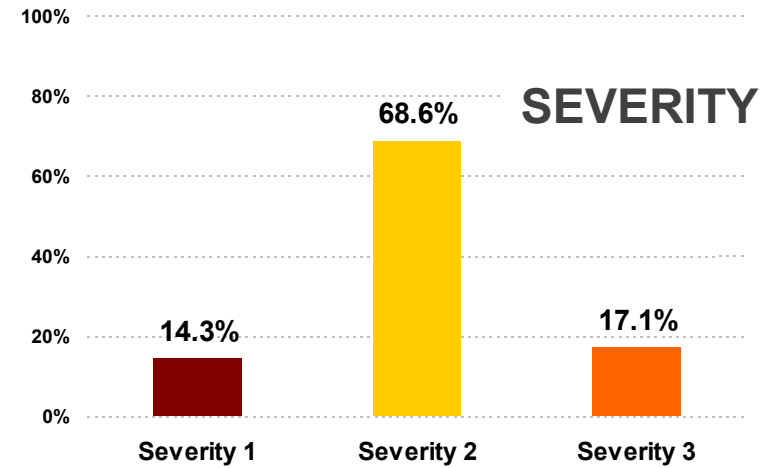
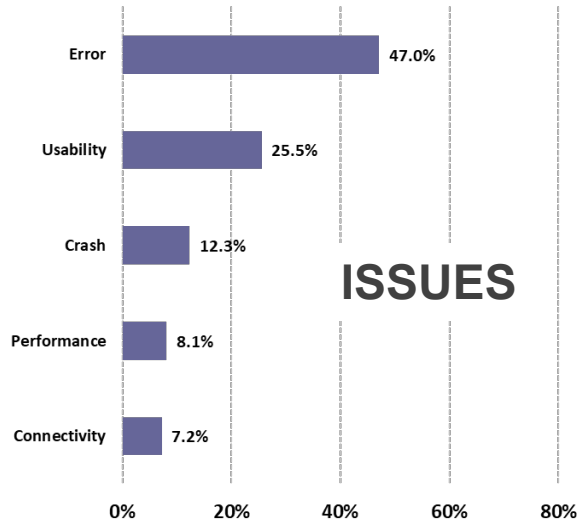


**COMMUNITIES | PRODUCT USAGE |
USER BEHAVIORS**



KNOWLEDGE BASE | TRAINING CURRICULUM | DOCUMENTATION

WHAT WE CAN LEARN



SUPPORT OPPORTUNITY

- Support must allocate resources to prevent issues and not just resolve them.
- Products must have built-in supportability.
- Implement monitoring and telemetry to alert customers and support to an issue before it becomes critical.
- Apply predictive analytics and AI to reveal patterns that indicate potential usability or performance issues.

REIMAGINE SUPPORT

THE EVOLUTION OF SUPPORT

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- Core support practices will persist but Support as we know it will evolve.

Service Excellence Research Group (ServiceXRG) helps companies retain customers, grow revenue, and achieve cost efficiencies through service excellence. Founded in 2004, we work with the world's leading technology companies to transform and optimize service outcomes. We offer a portfolio of in-depth research and expert coaching services to help companies pursue Service Excellence and embrace Customer Success



WWW.SERVICEXRG.COM

ServiceXRG will help you...

TRANSITION TO CUSTOMER SUCCESS

CUSTOMER SUCCESS STRATEGY ✧ ORGANIZATIONAL DESIGN ✧ TEAM ROLES AND COMPOSITION ✧ MEASUREMENT AND GOVERNANCE

ENGAGE CUSTOMERS MORE EFFECTIVELY

ONBOARDING AND ADOPTION STRATEGY ✧ SALES OPTIMIZATION ✧ NEW-SALES TO POST-SALES HAND OFFS ✧ SUCCESS MANAGEMENT ✧ SUCCESS TOOL SELECTION ✧ PORTFOLIO AND PRICING OPTIMIZATION ✧ VALUE PROPOSITION REFINEMENT

INCREASE CUSTOMER RETENTION

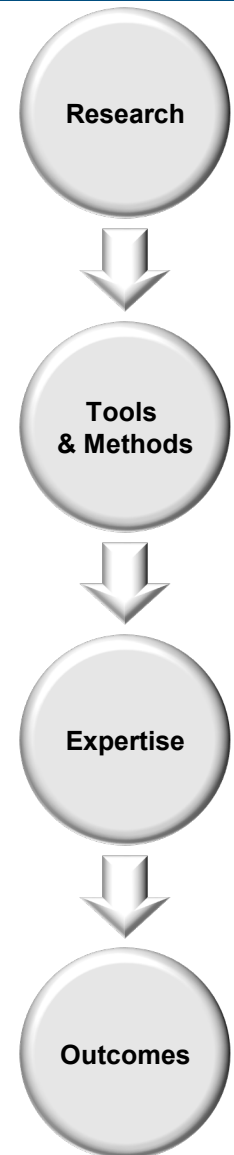
REVENUE PROTECTION STRATEGIES AND METRICS ✧ RETENTION STRATEGIES ✧ CUSTOMER HEALTH INDEX ✧ CONTRACT RENEWAL OPTIMIZATION ✧ SATISFACTION ASSESSMENT ✧ WIN BACK PROGRAMS

GROW RELATIONSHIP VALUE

PORTFOLIO REFINEMENT AND EXPANSION ✧ NEW SERVICE DESIGN ✧ UP-SELL PROGRAMS ✧ SERVICE SALES TRAINING

Our Approach

- We build upon a foundation of industry data, experience and prior successes.
- We identify opportunities and needs with assessment tools and methods.
- We develop transformation strategies and success plans.
- We define and quantify service outcomes.
- We apply expertise through one-on-one coaching and training.



Who we work with



Why ServiceXRG

- Service thought leaders with over 30 years of service industry experience.
- The source for industry insights through ongoing research and executive engagement.
- We have tools and expertise to identify and correct weaknesses that inhibit retention and growth.
- We are the trusted advisor to leading technology brands.
- We provide insights to prepare for change and capitalize on opportunities.
- We deliver results.

Our Services

