

Smarter Support Portfolios

Curious how your offerings compare with those of your competitors? Not sure whether to add a premium support offerings? Wondering about how to price a new offering? We can help.

The Process

We can create an entire support portfolio or provide a la carte assistance:

- **Define customer segments.** Customer segmentation for support often considers criteria beyond customer revenue.
- **Define offerings to match customer segments.** We help you determine what features make sense for each segment, keeping in mind the current and future capabilities of the support organization.
- **Define SLAs.** Service-level agreements help set customer expectations and define internal processes. They also need to compare favorably with market conditions.
- **Determine pricing strategies.** The trend of support pricing is to be transparent, hence simple. This makes it all the more important to define a pricing structure that can be easily shared and accepted by customers and sales reps. We also help define strategies to avoid and manage discounts.
- **Create marketing and sales materials.** It's not enough to create a great support portfolio, it needs to be communicated to customers so they select the right level of support for them. We can create online and print collaterals, and sales training materials.
- **Align organization and offerings.** Some support offerings create demands on the organization that require special handling. We help you determine how to offer 24x7 support, fast response times, proactive support, and other high-demand deliverables

We can also improve existing portfolios:

- **Audit existing portfolios.** Portfolios need regular assessment to ensure that they remain competitive. We also investigate whether customers are choosing the appropriate offering for their segments, and that premium options are utilized as expected.

- **Sunset support offerings.** If you are making changes to the support portfolio, existing customers will need to be migrated to the new offerings. We help define strategies that minimize complications and conflicts.
- **Rationalize offerings after acquisitions.** Acquisitions often create incompatible or at least different support portfolios, and puzzled customers and salespeople. We suggest ways to streamline offerings that will be seen positively by all parties.
- **Create premium offerings.** Many vendors can benefit from launching premium and super-premium offerings to serve the largest, most demanding customers – and contribute additional revenue. We can show you how to identify potential prospects, design appropriate offerings, and quickly launch fee-based services. We help break company barriers when it makes sense to add non-support deliverables into a support offering.

We have experience with SaaS and on-premise support portfolios.

About FT Works

FT Works provides consulting, training and coaching services to the support organizations of technology companies.

- Because our only focus is support we fully master **industry best practices** for support organizations of all sizes supporting all types of products.
- We have a knack to work with all the stakeholders inside and outside the support organization so we can **build consensus for the support portfolio**.
- We have plenty of experience so we can **deliver results quickly** and lower the risk for portfolio changes.
- We have no allegiance to any particular group or vendor so we can provide your team with **unbiased recommendations**.
- As a boutique firm we rely on a **flexible, targeted approach** that maximizes your return on investment.

For more information about how we can help you improve your support portfolio, please contact info@ftworks.com or 650 559 9826.