# Smarter Support Processes

Chronically understaffed? Deluged by customer escalations? Bogged down with complicated processes that no one really understand? We can help:

- Transform processes to make quantum leaps in effectiveness or customer satisfaction.

- Streamline processes with too many approvals, delays, and handoffs.

- Add processes to manage escalations, backlog management, and root cause analysis.

- Implement Knowledge-Centered Support (KCS).

- Confirm and improve processes prior to implementing a new tool.

Process and Deliverables

Armed with a comprehensive checklist structured along the Five Layers of Support[SM], our field-tested methodology, we start by understanding the larger context for the support organization and inventorying the existing processes.
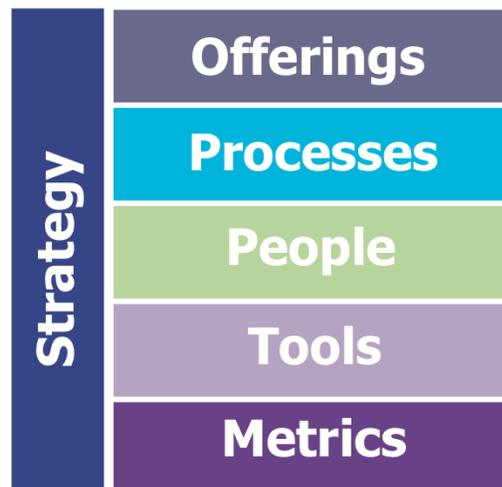
We then facilitate one or several workshops to improve the existing processes or define new ones:

- **Case resolution**. We focus on how to move issues to swift resolutions, avoiding transfers and gatekeeping steps that take time and impact customer satisfaction. We propose innovative collaboration mechanisms.

- **Backlog management**. Resolution time is an essential component of customer satisfaction. We recommend a set of processes that leverage metrics, simple targets, and targeted audits to keep backlogs in check.

- **Escalation management.** Customer escalations can be tamed by qualifying, tracking, measuring, and reporting them in a repeatable manner. We also recommend post-mortems to learn from them.

- **Knowledge management**. We recommend Knowledge-Centered Support (KCS), in which knowledge management is intertwined with case resolution so knowledge is constantly updated.

- **Root cause analysis**. Support organizations gather lots of data that can be used for product feedback. We suggest approaches that combine metrics and manual research to provide compelling feedback.

The deliverable for the process workshops is a set of workflows for the new or improved processes, along with suitable metrics.

We can create training materials and train the support team on the new processes.

About FT Works

FT Works helps technology companies set up and improve customer support and customer success.

- Because our only focus is support we master **industry best practices** for support organizations supporting similar customer segments and products of similar complexity.

- We work on all aspects of support so we bring a **holistic view** to every process for optimal results.

- We have a knack to work with all the stakeholders inside and outside the support team so we can **build consensus for changes**.

- We have plenty of experience so we can **deliver results quickly** and lower the risk for your startup.

- We have no allegiance to any particular group 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 process streamlining, please contact info@ftworks.com or 650 559 9826.