Overcoming CX Challenges with Remote Support

EXECUTIVE SUMMARY

Savvy and super-connected, today's consumers expect superior customer support. Long gone are the days of labyrinthine voicemail systems and auto-reply emails. In today's always-on economy, consumers demand a 24/7, consistent customer service experience across devices, channels, and touch points.

And yet, many organizations rely on proprietary systems to provide support in real-time. Others count on the remote support features already packaged in their existing telephony and enterprise management systems. But limited functionality, manual processes, and time-consuming set-up render these outdated solutions a business liability.

As consumer demands increase, the connection between customer experience (CX) and profitability deepens. According to Gartner, 89% of companies now compete primarily on the basis of customer experience.

Clearly, the time is ripe for a more sophisticated approach to delivering remote support. Organizations need to realize hard cost savings in reduced site visits and call times. Agents need access to innovative features including multi-platform support and remote diagnostics. And customers now expect a consistent conversation across channels and devices.

Yet providing fast and accurate answers in an omni-channel universe presents its fair share of IT challenges. For

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starters, many IT teams lack the funds needed to overhaul age-old customer support systems. In fact, according to Computerworld's Tech Forecast 2017 survey, nearly half (48%) of respondents expect their organization's IT budget to remain the same in the next 12 months. Sprawling legacy systems continue to challenge the integration efforts of IT teams. And a hodgepodge of CRM applications and ticketing systems leaves many organizations struggling to glean actionable insights from customer data.

Fortunately, the right remote support tool can help businesses overcome these obstacles and create a consistent customer experience.

Doing More with Less for Enhanced Customer Satisfaction

Despite inflating customer demands, many IT budgets remain flat. Pressures to reduce operating costs, increase efficiencies, and squeeze greater value from existing systems mount as resources dwindle. Yet improving customer satisfaction (46%) and containing costs (44%) rank as top business priorities for the IT department in the next 12 months, according to Computerworld's Tech Forecast 2017.

The result is a chasm between the fast, smart, and simple service companies want to deliver to their customers, and what they can afford to provide. Opening additional channels for engaging with customers can be a boon for sales. But it also increases the cost of engagement in a tight IT economy. And while there are ways to reduce the cost of serving customers, shortcuts can make it difficult to provide consistently great customer support—or collect the data needed to measure key performance indicators (KPIs).

Luckily, the right remote support tool can ensure agents answer customer questions quickly and accurately while providing bottom-line benefits, from reduced headcount to faster average handle times. Here are the top 5 ways remote support technology can help enterprises stretch their resources.

Encourage greater mobility

According to IDC, there will be over 105 million mobile workers by 2020 – that's three-quarters of the U.S.

workforce. Among these on-the-go employees are remote support agents.

Allowing agents to work off-site offers many key benefits, including optimized team usage, greater variety of qualified workers, a reduced number of no-fault-found returns, fewer travel expenses, and a higher rate of first-call resolution. Better yet, cloud-based remote support tools deliver enterprise-grade reliability, security, and scalability, enabling support teams to grow and shrink according to demand while offering secure connections and interactions.

However, embracing a mobile workforce is meaningless if it comes at the cost of quality customer service. For this reason, a remote support solution should enable remote workers to collaborate and share knowledge across teams, provide service to customers across multiple platforms, and enable remote control over a customer's device. Only then can a remote support strategy truly facilitate mobile teams without sacrificing quality.

Maximize workforce performance

As budgets tighten, companies are looking to get more out of their existing remote support staff. Yet blind spots can prevent senior-level executives from detecting talent deficiencies and poor performance. Modern remote support solutions eliminate this risk by measuring the progress of their support teams across industry-accepted

KPIs, including first-call resolution, average handle time, net promoter score, and customer satisfaction.

Armed with this information, organizations can identify skills gaps, tailor training around key performance metrics, and assign agents to tasks that best suit their expertise.

Support multiple customers at once

One way of optimizing scarce resources is by enabling agents to support multiple users simultaneously. But many support organizations struggle with this—58% of enterprise respondents to a recent survey by IDG Research indicate that "handling multiple support sessions" is very or extremely challenging.

Support tools can help alleviate this headache, however, and offer multiple benefits. By toggling between multiple sessions at once, time-strapped remote support teams can handle more calls in less time, optimizing the use of in-house expertise and significantly boosting productivity. For instance, if a support process takes time to run, an agent can simply switch to another user for the time being. Addressing multiple users at once can also minimize escalations to more costly levels of support.

Take centralized control with one click

The smaller the size of a remote support team, the faster agents need to identify and resolve customer problems. A centralized dashboard lets agents instantly identify and address common issues and select a default fix for fast resolution. By circumventing the need to navigate an end user's device, reps can significantly reduce call handle times and drive greater customer satisfaction.

Remote device configuration, script deployment, and device history also help agents and technicians resolve more issues remotely. This reduces costly device returns and minimizes escalations so that higher level support agents aren't bogged down by low-priority support requests.

Get a better view of the situation

As the size of support teams shrink or stay flat, enterprises must cut back on face-to-face encounters with frustrated customers. But some support requests are more challenging than others, requiring an interactive approach to

finding a resolution. For this reason, a remote support tool that merges live interactive video with augmented reality (AR) technology can provide agents with greater visibility into a customer's situation.

If agents can see a problem with their own eyes, such as broken machinery, they can guide users more effectively and troubleshoot common issues on the spot. By integrating live interactive video as a first step, companies can eliminate many routine service calls, which in turn lets them redirect talent and time to higher priority issues. At the same time, customer satisfaction goes up as they self-serve issues without the pain and lost time of scheduling appointments and waiting for a service call.

Together, these innovative remote support capabilities help agents provide consistently great customer support, even in the face of limited resources and tight budgets.

Case in Point: Supporting Mobile Magic

When a leading provider of outsourced customer service solutions needed to replace its age-old phone support and limited remote control tools to keep up with customer demands, the company turned to LogMeIn Rescue.

Deploying a new solution to a network of more than 5,000 self-employed, home-based agents in the U.S. and Europe could have been a disaster. Instead, by relying on a solution that supports multiple devices, and provides continuous access even if the VPN connection is off, the company on-boarded its mobile workforce quickly and efficiently.

Since then, the first-call resolution rate has increased by 23% while the number of repeat callers has decreased by 33%. Support requests have increased 268%, while support staff grew by only 80%.

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Download LogMeIn Rescue today for a free trial and find out how your organization can deliver a better customer experience—without the added costs.

Rescue by LogMeIn

Integration with Legacy Systems

Many enterprises continue to rely on home-built CRM systems, knowledge management systems, and ticketing tools to provide support. But these age-old solutions fall short in several ways. For starters, many are built on legacy code that's simply not scalable, making it impossible to accommodate a growing company's peaks in demand and fluctuating needs.

Legacy systems are often expensive to maintain, requiring dedicated IT resources to stay up and running. Others fail to integrate with new apps, or require extensive development work for plug-ins or APIs. And most proprietary or home-grown systems cannot serve up necessary data pulled from multiple sources across the enterprise—key bits and bytes that let agents respond to customer concerns quickly and effectively.

To address these deficiencies, many organizations are resorting to bolt-on tools capable of performing specific functions. But this ad-hoc approach can create a patch-work of solutions that are resource-intensive to integrate, costly to maintain, and time-consuming to update.

Designed for support

Simply put, organizations need out-of-the-box integrations, open APIs, and mobile software development kits (SDKs) for complete end-to-end support across any device or channel. Up until now, legacy systems, like collaboration and screen-sharing tools, have helped companies handle customer support. But they weren't purpose-built for the job.

A cloud-based remote support solution, on the other hand, is designed specifically for customer support teams. By

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offering specific remote support features, such as multi-session handling and Instant Chat, customers receive personalized, seamless experiences. Forget about cumbersome and inflexible infrastructures. Rather, the right remote support solution facilitates support across channels including web, mobile, and apps.

Change is never easy. But a cloud-based remote support tool is a prime opportunity to begin building a cloud infrastructure. Worldwide spending on public cloud services could double from almost $70 billion in 2015 to over $141 billion in 2019, according to research firm IDC. And for good reason. The cloud acts as a perfect foundation for a long-term remote support strategy that can grow with a business and foster greater customer loyalty.

Enterprise-wide Data Access for All

In today's digital economy, data is the key that unlocks customer satisfaction. Knowing why your customers need help, what channels they've explored for an answer (web, phone, apps, self-service), and what products they've purchased lets support reps proactively address customer queries with a personalized experience.

The good news is there's more data than ever as trends such as the Internet of Things (IoT) and mobility generate reams of information. In fact, according to IDC, there will be as many digital bits as there are stars in the universe by 2020. Indeed, with data doubling in size every two years, the digital universe is expected to reach 44 zettabytes by 2020.

Coupled with these zettabytes is a company's existing data—customer transactions and customer service records that often reside in silos, scattered across departments. The more of this data that can be gathered, integrated, and analyzed, the better equipped support agents are to improve customer satisfaction. With a single 360-degree view of the customer, reps can more efficiently and effectively process a support call or pinpoint the problem.

Roadblocks to revelations

However, organizations that rely heavily on legacy systems often lack the capabilities to collect and analyze data in a meaningful way. Poorly integrated apps, outdated systems, bolt-on tools—they can all create data silos that prevent agents from gaining visibility into customer interactions and purchasing history.

Fact in point: 60% of enterprise respondents to the IDG survey say "accessing contextually relevant customer information from CRMs" is very or extremely challenging.

But with access to relevant data, agents can determine factors such as whether a customer has already tried to find a resolution to his problem via a self-service module. This knowledge eliminates blind spots for more tailored, customized support.

More than simply a nuisance, failure to understand a customer's journey and previous touch points can have a disastrous impact on a company's bottom line. In fact, Ovum reports that 82% of consumers have stopped doing business with a brand following a bad experience.

Turning data into insights

Fortunately, a cloud-based remote support tool that captures customer information easily and delivers it to agents can help them understand the issue clearly and respond more effectively. By integrating remote support with existing CRM systems, agents achieve 2-way access to customer data. This way, they can obtain information about a customer's journey, and feed information from a support call back into the system for continuous knowledge sharing—and documentation of the customer journey for future reference.

Some remote support tools even synchronize session data seamlessly. This works by automatically synchronizing remote desktop session data with ticketing, CRM, and other applications after each session ends. Tracking customer engagements is not only seamless but it alleviates a remote agent's workload—for example, eliminating manual data entry for greater productivity.

Customers aren't the only ones benefitting from enterprise-wide data access. When used correctly, a remote support solution serves as a valuable talent management

tool. Remote support technology captures key performance metrics, including first-call resolution, average call handle times, net promoter score, and customer satisfaction. Using these details and exploring root causes, enterprises can determine which agents are performing best, which agents are best equipped to address certain issues, and the impact of call volume fluctuations on agent productivity.

From there, organizations can fine-tune their remote support teams, determining the right workflow channels for fast resolution, closing skills gaps with in-house training, and aligning customers with the most appropriate agents for enhanced employee productivity and reduced support costs.

Millennials, parents with young children, entrepreneurial types—they are all highly qualified candidates more likely to prefer the flexibility of a remote support position to on-premises employment.

Because no two agents are the same, remote support lets access to data and tools be customized for each agent based on skillset, level of expertise, and customer needs. This ensures that the first person a customer interacts with is the best-qualified person to resolve the issue quickly and efficiently. A data trail also allows repeat callers to connect with the same representative they've already spoken to for a more personalized and consistent customer experience.

Case in Point: Metrics Matter

The second-largest telecommunications company in Australia didn't just want to improve its operational effectiveness—it wanted the hard, cold metrics to prove its performance improvements. So, the company selected LogMeIn Rescue to bolster its customer service, with the metrics to gauge the effectiveness of its evolution from a telco provider into a customer-centric organization.

Now equipped to remotely connect its support agents with customers, the company is on track to improve its net promoter score, increase first-contact resolution, and reduce issue resolution time and complexity for its contact center agents.
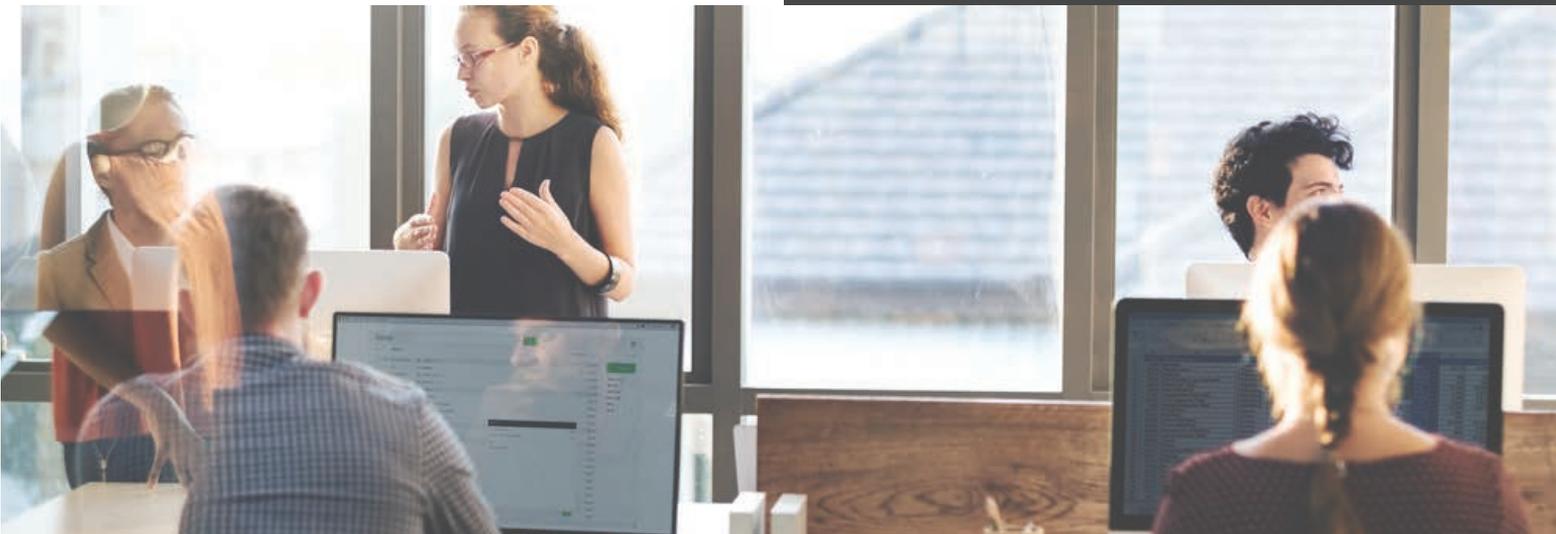
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Reach out to a solutions expert today to see how LogMeIn Rescue can help connect your tools and deliver a better customer experience.

The Bottom Line

Delivering a consistent and compelling customer experience is no longer a pleasantry; it's a business imperative.

Consider the statistics: a slight increase in customer experience at a typical $1 billion company can produce an additional $272 million in revenue over three years, according to a Temkin Group report.

Yet IT teams attempting to bolster their customer support initiatives face several roadblocks, including:

1 Limited resources in the face of budgetary constraints and flat growth.

2 Age-old legacy systems that cannot integrate with modern tools, scale with growing businesses, or provide meaningful insights.

3 Data silos that let enterprises gain visibility into customer interactions, purchasing history, and agent performance.

The right remote support solution can help IT teams overcome these obstacles using many key features, including:

- Multi-session handling, chat, and technician collaboration can increase first-call resolution and help reduce escalations to more costly levels of support.

- A centralized dashboard and reporting tools can accelerate problem identification and resolution to improve average call handle times.

- Script deployment, device history, and remote device configuration help agents resolve more issues remotely while reducing costly device returns. In turn, fewer device returns enhance employee productivity—and trim costs on the organization's receiving end.

- A single console lets remote agents solve a wide variety of customer issues from the same tech console, regardless of the platform, for significant productivity gains.

- Live interactive HD video with augmented reality lets agents guide remote customers through troubleshooting, problem resolution, and product setup more effectively to improve time-to-resolution rates and customer satisfaction.

Modernizing remote support will help organizations reduce support costs and achieve greater efficiencies. But the real return on investment centers on increased customer satisfaction, refer-to-a-friend rates, and long-term loyalty. Offering responsive service that's tailored to meet customers' individual needs and address specific pain points is a key competitive advantage in today's digital economy. The faster enterprises embrace this new reality, the sooner they can transform IT support services from a cost center into a formidable source of new revenue and opportunities.

About LogMeIn Rescue

Rescue by LogMeIn is an enterprise-ready remote support platform designed to address the key challenges associated with providing remote support both internally, to employees, and externally to customers. Rescue enables companies to deliver support that is smart, simple, and fast—saving users time, money and effort. The platform is used by both small and large organizations across an array of verticals, including but not limited to Hardware/Software, Telco, and BPO.

DOWNLOAD

Download LogMeIn Rescue today for a free trial and find out how your organization can deliver a better customer experience—without the added costs.

Find out how we can help connect your tools and deliver a better customer experience

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