



# Life of a Support Ticket

## CASE STUDY: HELPDESK SUPPORT IMPLEMENTATION

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*\*DISCLAIMER: THE INFORMATION CONTAINED IN THIS CASE STUDY IS TO BE USED ONLY AS A REFERENCE FOR SUPPORTPRO SERVICES. THE INFORMATION IN THE CASE STUDY IS FACTUAL. THE NAME OF THE COMPANIES REFERENCED HAS BEEN WITHHELD.*



## Overview

Over the past 11 years, SupportPRO has been working with numerous Web Hosting companies to provide a seamless ticket support experience for their customers. The companies range from startups to majors in the Web Hosting Industry.

The essence of the SupportPRO business model has been to help Web Hosting companies provide white-labelled support, serving as a strong pillar in their day-to-day operations.

In this case-study, we are not talking about just one company, but about numerous companies and how they were able to strike the right cord with our Helpdesk Plan and bring about a huge difference in their business.

## Problem

Spend one day at the Trade Floor of NYSE and you will see how every moment during the Trade Hours are worth millions of dollars. Trade in & out, the shouting on the floor and the speculations related to the highest trading stocks. Now, the certainty of preparing the trade hours to have no disruptions, the system has a robust architecture, enabling the support engineers to work on high priority support tickets without disrupting live transactions. These systems are managed by trained and experienced engineers who are highly paid. For a web hosting company with a customer base of around 100 and a ticket count of around 10/day, the operations are quite simple for a two-member based team to provide support. The problem here is the two-member team can't cover the desk for 24 hours with 8 hour shifts. One more resource is required to cover it, but the fact is the web hosting companies can't afford to pay the 3<sup>rd</sup> member. That holds the growth engine of the company.

Next, we'll look another company with over 1000 paying customers and a ticket count of more than 50/day. The average time taken to respond to a ticket and the average time to resolve a ticket is directly proportionate to the number of resource persons sitting on the desk. Having more resources would be operationally burning out the company's cash-flow aggressively, which is the biggest problem for web hosting companies, be it small or large. Even if there are enough resources put into the support desk, retaining the resources is a challenge faced by web hosting companies, as most of the resources do not choose resolving support tickets as their passion. Mostly, they take up this job as part-time in countries like Australia, USA & parts of Europe. Hence, knowledge is lost when a support staff leaves.



Such a discrepancy creates a void, which needs to be filled in. This is where the Outsourced Technical Support was born and companies were born to tap the new market. This was before the dot com bubble and there was a wave around how people showed interest towards the Internet and how it could change mankind.



The problem during this phase was that fresh companies came into existence and everyone experimented to find a sustained business model with a variety of offerings, designed to create as much value as possible. Over time, many companies ceased operations and shut down due to cash crunch, while the smart ones are still in business.

SupportPRO is one of those companies that has ridden this wave and has a matured process to proactively provide ticket based support, operating under international standards.

## Solution Provided by SupportPRO – Helpdesk Support Plan

Knowledge about the industry is the primary advantage that SupportPRO holds when the tech is resolving any ticket. We offer a wide range of plans suited for any type of web hosting company. The plans are based on criteria like per ticket or per domain; moreover, the plans are priced at rates affordable to Web Hosting Companies. The pricing was finalized after taking a survey amongst Web Hosting Companies to understand, in general, their revenue model and how our pricing can help them in the long term as well.

We believe in effective pricing & value based service and that's our secret sauce, which has maintained our uncompromising fight to be the leaders in the industry.

Our main focus while training our bunch of engineers on effectively handling helpdesk clients has always been on emphasizing understanding the root cause behind every ticket. When you are able to find the root cause, resolving the ticket becomes simpler. Usually hit and miss was an experiment used by techs to resolve tickets, but that was time consuming, erroneous and after all, a ticket is raised by a customer because he is not happy with what's happening. This hit and miss was and is always a big failure. Our curriculum in training the techs covers understanding the root cause, resolving the ticket by direct efforts, communicating effectively with the customer and ensuring the ticket is resolved properly.



Effective communication is a key point in effectively delivering a positive value about the service and hence communication has been given top priority. The problem usually faced by customers is they don't follow on the technical aspects of the ticket much and it gets quite tough while handling customers with mediocre knowledge. To overcome this problem, in our training, we have provided live demonstrations on how to communicate with customers coming from different backgrounds. We ensure that the techs adapt a precise outlook of the customer with whom they are talking.



Now, another factor we felt was important to raise the bar with our offerings was getting accustomed to the philosophy and the etiquette being followed by Web Hosting companies. Maintaining the process that was being followed by the company and also helping the company in refining the process truly made the support tickets life easier and started to breathe freshness.

Keeping a promised 30 minute Initial Response Time, our helpdesk plan is presently one of the most popular plans amongst web hosting companies.

## Results

The Web Hosting Support – Helpdesk plan solely helped many Web Hosting to have a breather and concentrate on scaling business, rather than spending time taking care of support activities.

The techs are familiar with a number of helpdesk suites like Kayako, Freshdesk, Zoho and many others. With a client base of more than 30 web hosting companies, our helpdesk support workstations are the busiest area in our support floor. We have constantly been adding more engineers every month in order to meet the growing demand from month to month.

Now, we are seeing a trend, a positive transition is happening the helpdesk clients who were with us for more than 6 years are now migrating to Semi-Dedicated and Dedicated Plans, as their business is getting mature and on track to scale

## Key Takeaways

- 24/7 Support
- Support for any number of servers
- Support for any number of domains
- Monthly usage reports
- Value based client interaction
- Scalable helpdesk plans

### What sets us apart?

- 11+ Years of Industry Experience
- Customizable Support Plans
- Dedicated Account Teams
- Solutions for All Company Sizes
- Fully Certified Technicians
- 24/7 Support

### Contact us

For more information, contact one of our technically trained sales staff now!

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