



# Bridging the Gap

CASE STUDY: DEDICATED TEAM IMPLEMENTATION

Jacob Mani | November 20, 2015

\*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 WEB HOSTING COMPANY REFERENCED HAS BEEN WITHHELD BECAUSE OF A NON-DISCLOSURE AGREEMENT WITH THE WEB HOSTING COMPANY.

## Overview

SupportPRO recently helped a popular web hosting company to enhance its technical support efforts by providing round-the-clock support to all customer tickets and incoming chats. The web hosting company offers web hosting infrastructure, VPS and Cloud Based Hosting for Businesses and Individuals. They currently serve more than 100,000 international customers. Launched in 2001, and now one of the largest web hosting companies in the world, they needed assistance to meet their growing need of quality technical support. SupportPRO stepped in to provide that support and has helped to not only improve the quality of their pre-sales and support service, but to also increase efficiency of their business operations.



## Problem

During the sales process, the web hosting company received feedback from potential clients on how important “after sales support” was to their buying decision when selecting a web hosting company. They came to realize that their support was below the industry standard.

- Most of their tickets had an average response time of 120 minutes and a resolution time of more than 2 hours. This was practically double the time provided by their competitors.
- Their customer retention rate was shown to be only 30% after a 6 month period. Most of their customers left looking for better technical support due to the frustration they felt with the current level of service.
- Their budgetary requirements for support staff were growing. An increase in budget was met with minimal increase in the quality of support.

It was clear that a professional firm which concentrated on this type of service was required. If this problem could be solved with support at or above the industry standards, sales would increase and the customer retention rate would increase exponentially. Additionally, they found their support costs could be reduced by a considerable margin if the support effort was moved to an outside firm who specialized in this type of service.





## Solution Provided By SupportPRO - Dedicated Team Support

SupportPRO understood the goals of the web hosting company precisely and began preparations to handle the majority of their support needs. For four weeks, the account managers and team leads trained the technicians who were meticulously chosen to work with their end clients. Using a simulated live environment, the technicians answered live chats and handled various levels of tickets that were submitted previously by actual clients. This provided the highest level of experience to the technicians to prepare them for real life scenarios.

The technicians were given additional training beyond their technical credentials. They received courses on business communication skills, introductions to the business operations of the web hosting company model, and further training on emergency support skills and escalation procedures.

The technicians were put to work for the Web Hosting Company in rotating shifts which covered 24 hours a day. **Team averages were more than 400 tickets being handled per month and more than 100 chats attended daily.**

## Results

The web hosting company introduced SupportPRO technicians into their support system alongside their existing technicians. The standard SLA provided by SupportPRO includes a 30 minute response time. This increase in timely support made an immediate improvement, especially compared to their old process. **Within 30 days, the customer retention rate increased by more than 35%.** The average response and resolution time dropped by more than the web hosting company had predicted was feasible in their projections.

Currently, SupportPRO continues to support this company and the team has been active for more than two years. Business analytics clearly show that the attention to detail provided by the SupportPRO technicians and the advanced training were the defining characteristics of the increase of overall client satisfaction for the web hosting company.





## Key Takeaways

- Previous support efforts of the web hosting company were not able to meet the quality or speed standards of the industry. Customer satisfaction and retention was critically impacted.
- **SupportPRO Dedicated Support Technicians** providing 24/7 technical support allowed the web hosting company to gain more traction in the industry and increase their client satisfaction rating.
- SupportPRO service ensured that all customers received excellent proactive support and that response time versus resolution time curve for every ticket remained above the industry benchmark.
- Support process engineers and managers streamlined the day-to-day support process according to demand to increase efficiency.

## Testimonial

“SupportPRO’s expertise in offshored, white labelled technical support helped us to scale our service to another level which we had never dreamt of! Now we are able to compete more aggressively and target fresh markets to grow our business”, Vice President of Sales and Marketing of Web Hosting Company referenced here.

### 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!

Telephone: +1(847)717-7647

Mail: [sales@supportpro.com](mailto:sales@supportpro.com)

Web: [www.supportpro.com](http://www.supportpro.com)

Skype: sales\_supportpro