Customer Support

Customer support describes the types of services given to customers to resolve the various issues that arise in the purchasing and delivering process of products and services. This can include technical support, returns, and complaints, among others.

Customer service is dedicated to getting the customer to purchase the product or service, whereas customer support is dedicated to getting the customer the help he/she after the purchase of the product or service.

Customer support ranges from assisting customers in planning, installation, troubleshooting, maintenance, upgrading, to the disposal of your product. It can provide troubleshooting technical problems, access, and replacement of the product or its parts.

Customer support agents should have a deep knowledge of the products and services offered by your company. Their role may also include creating knowledge base documentation (such as troubleshooting guides, help manuals, and FAQs), creating use cases, and providing product feedback. Support teams often collaborate with product development teams to ensure improvement and optimization of the end-to-end customer experience.

Customer support also encompasses addressing negative issues. When a customer has a negative experience whether from an employee, the product not performing, or a service not meeting expectations, the customer will feel frustrated, angry, and disappointment. Most people feel a need to vent that negativity and have other validate how wrong the company was to cause them pain and inconvenience.

According to American Express, Americans tell an average of nine people about their good experiences, and an average of 16 people about their negative ones. In today’s social media world, people – in the heat of an emotion – can give one star ratings, scathing comments, and cause damage to your business’s reputation.

Customer support can address the negative experiences customers have had with your product, services, employees, or business. Customer support can address wrong items delivered, items not delivered, wrong services provided, billing mistakes, and negative encounters in the store or with employees.

Customer support is part of customer service. Selecting the term customer support or customer service when naming a customer-facing department depends on what products or services a company sells and whether those require ongoing technical assistance. The name should ultimately reflect the activities of the agents representing it.

Customer support and customer service are critical for maintaining ongoing customer relationships, which is the key to improved loyalty, retention, and recurring revenue. While both terms are often mixed up, it’s important to differentiate between the two and invest in both sectors in order to ensure customer satisfaction and high quality customer experiences. If businesses are able to provide both customer support and customer service by responding reactively and engaging proactively, they can gain an advantage over their competitors.