

Adjusting to the New Normal:

5 Reasons to Outsource Tech Support



GUIDE

Today, telecom companies and other communications and technology providers are dealing with unprecedented challenges. They face surging demand for products and services while managing their own internal transitions to working remotely—changes that are happening almost overnight.

Not only that, but many customers are increasingly turning to providers for help integrating and optimizing solutions, placing additional strain on customer support teams.

As we enter a new normal, these pressures will likely remain, and may even intensify. Given this reality, the question service providers must answer is this: How do you provide a superior customer experience when budget, staffing, product offerings, and other factors are in flux?

The answer boils down to a familiar choice—build capabilities in house or outsource. This guide explores these two approaches and details why working with a third-party provider can deliver the most benefits to providers who are looking for a fast, efficient way to offer best-in-class tech support in the new normal.

Building or Scaling Tech Support Capability In House

If you're in the business of selling SaaS and related services, you know that having the right support structure in place is key to driving software adoption and customer satisfaction. It can be a strategic enabler to build customer loyalty in times of uncertainty, and even increase upsell and cross-sell potential.

If a provider decides to build or scale support capacity in house, one of the most effective ways is to create a "guru" team that acts as an overlay to handle solution sales, onboarding, and lifecycle support. This approach involves a sustained investment in a meaningful portfolio of cloud services and a highly skilled customer care team.

At a high level, this requires:

- › Ramping up existing support teams
- › Investing in new expertise, technical certifications, and skills
- › Continuous learning models and training programs
- › The right technology infrastructure to enable cloud transformation (remote takeover, cloud onboarding, and migration tools)

If done right, the benefits of keeping support in house can include:

- › Owning operations and relationship with customer from end to end
- › Owning the technology and platforms
- › The ability to closely monitor compliance and developing expertise



The challenge of building a program yourself, however, comes with high labor and infrastructure costs associated with supporting cloud services. Often, in-house tech support also requires very lengthy timelines to ramp up and develop expert teams as the volume of solutions increase.

THE COSTS OF BUILDING IN-HOUSE TECH SUPPORT

- > **4.6x** greater cost than outsourcing
- > **2+** years to deploy efficiently
- > **3+** years to build migration and cloud expertise
- > **5x** longer to implement intelligent support tools, such as learning management, knowledge management systems, CRMs, SOPs, etc.

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To avoid costly investments in labor and infrastructure while speeding up deployment time, working with an experienced third-party support provider to outsource tech support can be the better option. When you work with a provider, you can:

1. Get out-of-the-box call center facilities and operational infrastructure

From call center resources, billing, and telephony, to CRM and workforce management, an experienced provider will integrate these multiple channels into one turnkey solution that will come fully equipped with all the components needed to deliver service from end to end, while providing a seamless cloud experience on your behalf to bolster your brand.

2. Use a platform to drive service adoption and usage

To be the most successful, a provider should offer a platform that provides all of the key functions needed to provision, onboard, and support customers. At a high level, these functions include:

- > Full marketplace integration for a unified experience
- > Email migration tools that automate key functions of data migration
- > CRM ticketing system with built-in standard operating procedures
- > Knowledge base with direct real time feeds from cloud app partners
- > Chat and remote take-over technologies with built-in security / privacy features

3. Learn operational best practices to deliver white-glove lifecycle services

Developing operational best practices and effective training curricula takes years of experience and investment in technology designed to roll out new products, capabilities, and standard operating procedures. These capabilities make it possible to service the entire customer lifecycle in a way that builds stronger, more profitable customer relationships. Your third-party provider should be able to deliver in all of these areas.

4. Get certified technical staff who keep pace with evolving knowledge and technology

If you're looking to qualify as a Microsoft CSP or a G Suite reseller, your tech support provider can help by having the appropriate certifications and competencies that demonstrate how they support the sale, deployment, and ongoing support of SaaS products.

Make sure to look for providers who distinguish themselves through various Microsoft Certified Professional certifications, such as Microsoft Certified Solutions Associate (MCSA), Gold Certified Partner or G Suite equivalents, such as Google Certified Associate - G Suite Administrator.

5. Deliver customer service excellence that will help drive customer satisfaction, renewals, and reduce churn

When your customers come calling, you want to ensure they are being given an outstanding service. Domain expertise is critical, but you need great people to deliver great customer experiences.

The key to giving your customers effective support is tech talent with the right balance of interpersonal skills and technical know-how. After all, a great customer experience translates to more customer loyalty and repeat business.



WHAT TO LOOK FOR IN A THIRD-PARTY SUPPORT PROVIDER

When looking to outsource your tech support, any potential provider should:

- › Offer flexible, agnostic technology to enable rapid and smooth integration with existing systems
- › Provide unique competencies, procedures, curriculum, and coaching materials to train agents to deliver effective support
- › A platform that provides all of the key functions needed to provision, onboard, and support customers



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AppHelp: Turnkey Tech Support Solutions and Expertise

AppHelp offers turnkey support solutions to help companies enable remote work. These include:

- › Remote internet installation for home offices
- › Wifi support for home networks and devices
- › General onboarding for remote work
- › Expert support for Microsoft and Google productivity suites
- › IT HelpDesk
- › And more

Our technology is flexible and scalable so that organizations can optimize how they support their customers.

Ready to take your business to the next level? For more information, please visit www.apphelp.com.

ABOUT APPHELP

AppHelp delivers solutions that help businesses and consumers be more successful with their adoption and use of the latest in technology and cloud services. By leveraging a unique combination of technology and human capital, AppHelp ensures customers have the support they need as they traverse the customer journey.

With millions of technical support incidents solved—and decades of experience assisting people with technology—AppHelp is proud to power the technical support programs for premier brands across the globe, including Comcast Business, Cincinnati Bell, Rogers, Telus, Windstream, Virgin Media, and more.