

Spotlight on Support



Linda Johnson

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In the first of our series focused on support, PlumChoice sits down with Linda Johnson to discuss the changes she has seen firsthand in the delivery of support within the technology industry.

Q: Linda, can you describe your role within PlumChoice?

A: I am responsible for the service that is being provided to end customers for Premium Tech Support, IoT Support, Customer Retention and Customer Care.

Q: What do you enjoy most about working in the support industry?

A: The greatest reward realized from my job is the satisfaction gained from being able to help people on a daily basis. A regular part of support is assisting a person with an urgent and specific need. There is a tremendous sense of satisfaction received from being able to resolve their issue quickly - enabling them to return to being productive and having the ability to extract the most out of their technology investment and utilization.

When you work in the support segment, once a customer's issue is resolved it is counted as being completed and you move on to the next instance. This practice provides myself and my team immediate satisfaction and gratification.

Q: You have been with PlumChoice for over ten years. Over this time, have you seen a shift in what customers expect or require for support?

A: There has definitely been a change in customers' expectations and requirements for support over the past ten years. When I first began my career at PlumChoice, as well as with prior companies, the majority of support calls were requests for assistance with operating system issues. These operating systems were not stable. Personal computers were constantly crashing, leaving the end users frustrated and unable to complete their work. The next phase for support turned its attention on to rampant viruses that were being distributed throughout organizations and abroad – resulting once again in lost productivity and end user frustration.

Today, operating systems have become much more reliable and require infrequent support assistance. Viruses, although still occurring have become less commonplace with a greater IT focus on preventive measurements. The value support organizations now bring to businesses and end users alike centers more around knowledge sharing and informative education to help them understand how they can extract more value out of their investments and solutions.

The delivery methodology of support has also changed significantly over the past 10 years. In years past, support was delivered almost exclusively by phone. Customers today expect support delivery options to choose from which best suit their individual needs and availability; including phone, chat and email. Support organizations need to be able to accommodate all of these requests in order to successfully and efficiently deliver the support services that customers demand and expect.

Q: How do you believe support will continue to play a key role within the industry 5-10 years down the road?

A: There will always be a need for an issue to be immediately resolved. However, customers' expectations will only increase as more and more products are promoted as being 'plug and play', yet they are still producing integration issues that require support.. For all manufacturers of these new, intelligent products, what will not change is that the customer still needs to remain confident and happy with their purchase decision.

This leads to a key focus that support teams bring to the forefront. The protection of the manufacturer's brand. We are able to provide voice of the customer feedback about an application or physical device gathered from frontline support conversations that becomes invaluable information to a manufacturer. Just as important is our ability to listen and share information on trends seen within the industry and pain points gathered from our own support team's testing.

For a company like PlumChoice which pioneered the premium care remote support model, we know best practices, and we utilize that knowledge with our partners to help them increase the ease of use for their developed applications and devices.

Q: There are many companies promoting and selling support services for their products and solutions. What differentiates PlumChoice from the crowd?

A: What differentiates PlumChoice is our level of commitment to customer service, and the rapport that we have established with our customers - ensuring each one of them that they are coming to the right place for support. Even in circumstances where we are not able to resolve their issue, we can guide them to the path of resolution to solve their needs.

Just as important is our focus on our partners' brand values and providing proactive feedback to make certain that their company and product reputations are not being affected adversely.

Our focus on delivering best-in-class support is reflected in our world class CSAT and NPS scores. We've set our standards higher than even what our partners have instituted, enabling PlumChoice to deliver more value than if they performed the support themselves. And since support is our only focus, we can efficiently utilize our staff to support a variety of programs to save costs while experiencing no loss of quality of service.

Q: Why should a company consider partnering with PlumChoice to deliver support to their customers?

A: What it essentially comes down to are these four strategic focuses. Customer service. Service delivery. Customer retention. Voice of the customer feedback. These are what we do, and do exceptionally well.