

SUPPORT METRIC OF THE MONTH

CALL ABANDON RATE																												
Definition	Customers who lose patience waiting for support and hang up.																											
Significance	<ul style="list-style-type: none"> • Hang-up customers apt to conclude that they are not valued. • May open the door for 3rd party support services competitors. • Repeated efforts to reach support will only exacerbate phone queue. 																											
Composite Benchmark 7.5%*	<table border="1"> <thead> <tr> <th>Product Complexity</th> <th>Industry</th> <th>Company Size</th> </tr> </thead> <tbody> <tr> <td>12.4 Moderate</td> <td></td> <td></td> </tr> <tr> <td>8.8 Standard</td> <td>8.9 Enterprise Hardware</td> <td></td> </tr> <tr> <td colspan="3" style="text-align:center">-----</td> </tr> <tr> <td></td> <td></td> <td>7.4 < \$1 Billion</td> </tr> <tr> <td></td> <td>6.9 Enterprise Software</td> <td></td> </tr> <tr> <td></td> <td>6.3 Consumer</td> <td></td> </tr> <tr> <td></td> <td></td> <td>5.8 > \$1 Billion</td> </tr> <tr> <td>5.2 High</td> <td></td> <td></td> </tr> </tbody> </table>	Product Complexity	Industry	Company Size	12.4 Moderate			8.8 Standard	8.9 Enterprise Hardware		-----					7.4 < \$1 Billion		6.9 Enterprise Software			6.3 Consumer				5.8 > \$1 Billion	5.2 High		
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Best Practices	<ul style="list-style-type: none"> • Staffing levels accommodate likely call traffic peaks and valleys. • Menu prompts are lucid, genial and explain Web and email support options. • ACD system ensures that serious issues get first priority. • Relationship management training helps reps handle higher call volume by: <ul style="list-style-type: none"> - immediately establishing customer rapport - rapidly getting to the heart of the issue - playing a leadership role in problem solving - ensuring that the proposed solution is accepted 																											
Potential Pitfalls	<ul style="list-style-type: none"> • Throwing people at the problem likely to result in a support organization that is not cost-competitive. • Self serve options may not appease high touch customers. 																											

* Highlights from the SSPA member benchmarking study, the most robust data set in the industry.

About the SSPA Support Staff Excellence Program

The Support Staff Excellence Program reinforces product knowledge and technical acumen with the relationship management skills that service and support representatives require to ensure total customer satisfaction.

Certification-driven, and developed in partnership with support staff best practices authority, Impact Learning Systems, the program delivers an industry-recognized standard of performance that may be merchandized to both internal and external audiences.