

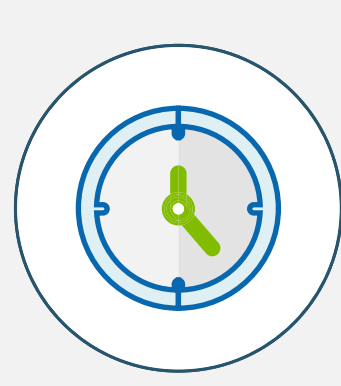
# The Changing Face of Customer Support



## The Traditional Customer Support Model is Evolving

Modern support organizations must shift their thinking from “fixing” things to creating the perfect customer experience (CX). Three major trends driving this shift include:

### 1. THE CUSTOMER IS KING



Customers expect a fast response, on any device, 24/7



Customers expect reps to know their purchase and support history

### 2. CX HINGES ON SUPPORT



Support plays a key role in what a customer experiences

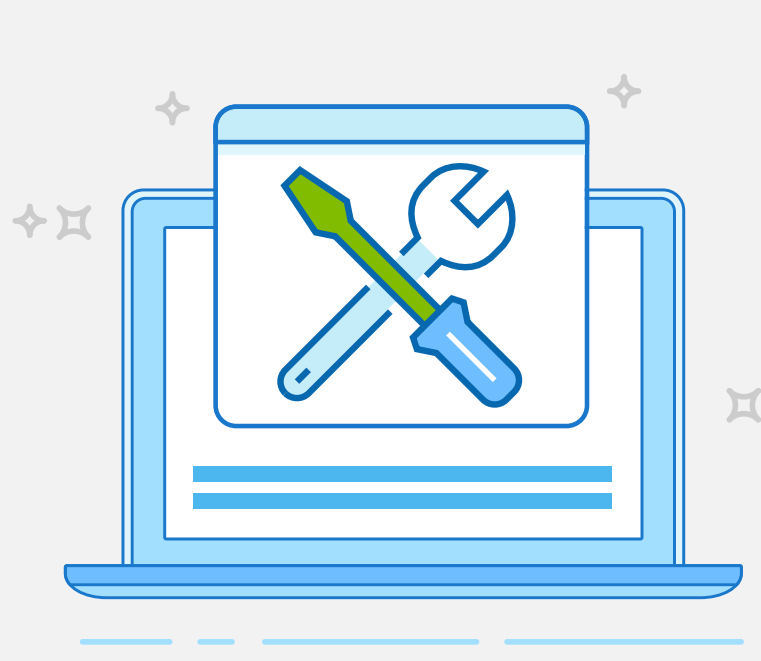


Best-in-class support can improve long-term loyalty and referral rates

### 3. A PROACTIVE STANCE



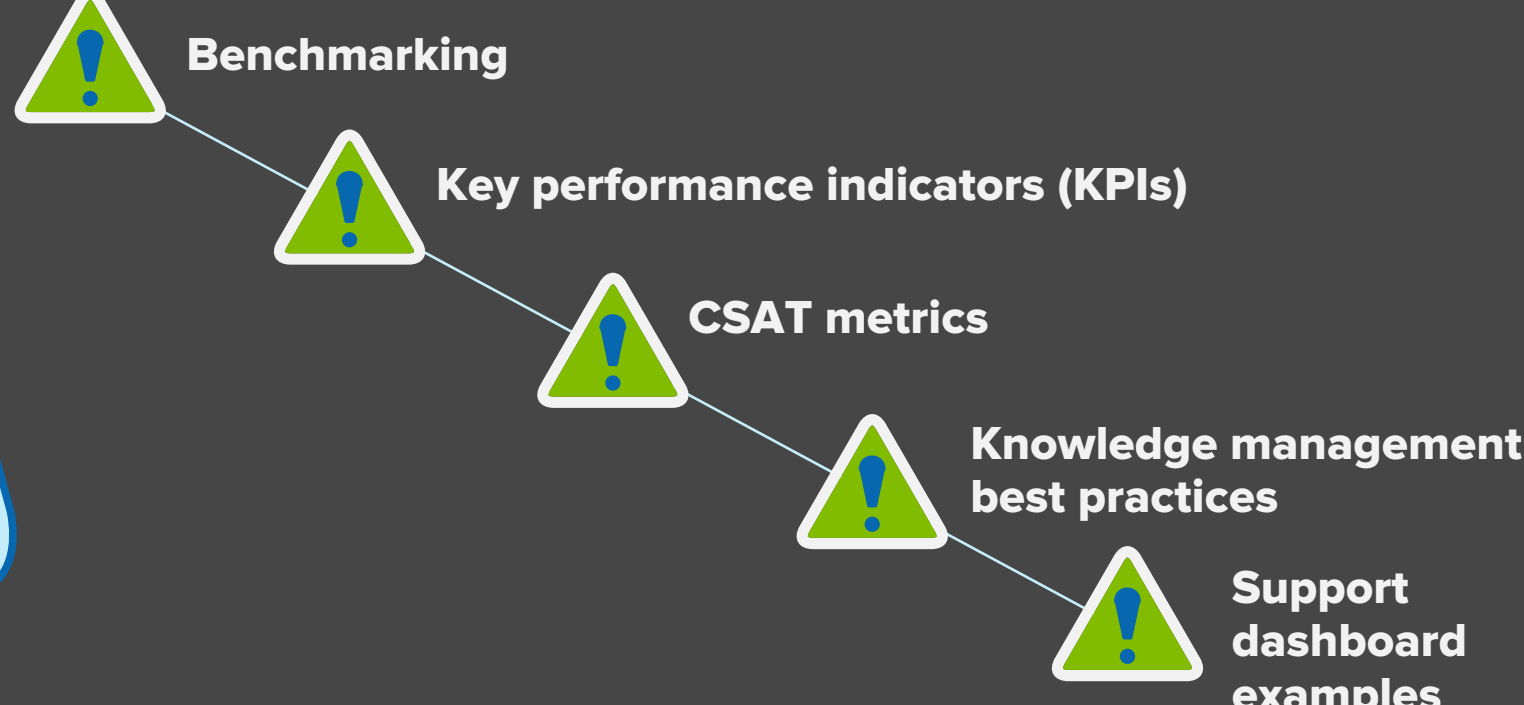
Support must learn to predict what customers want instead of responding to needs



Support can become a revenue contributor by directing customers to the solutions that will fit their needs

## Support Organizations Must Demonstrate Their Value

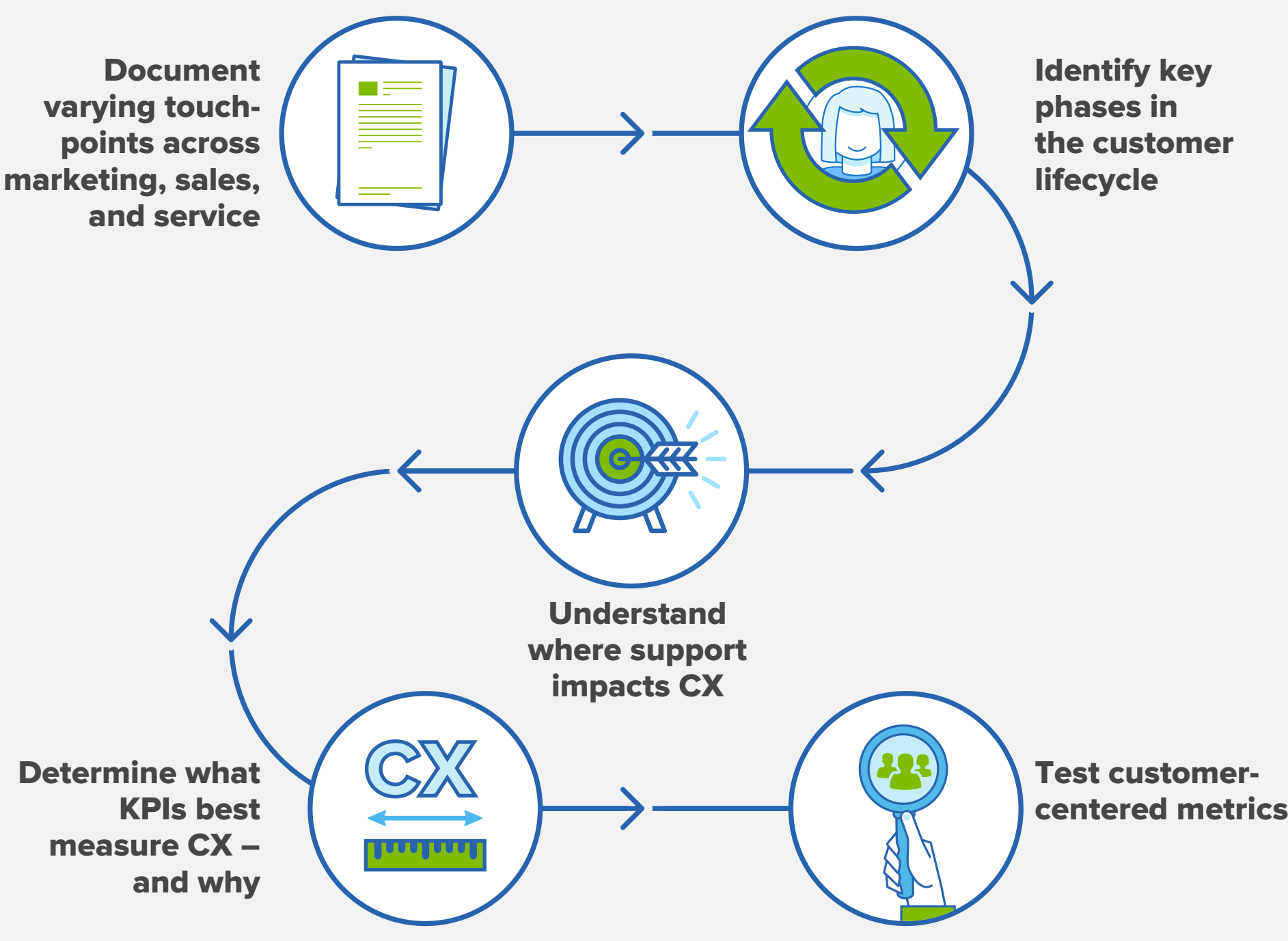
To prove impact on CX, support must measure & capture strengths and weaknesses. By continually evaluating performance and progress, support teams can optimize processes to fit customer needs. This can be done through:



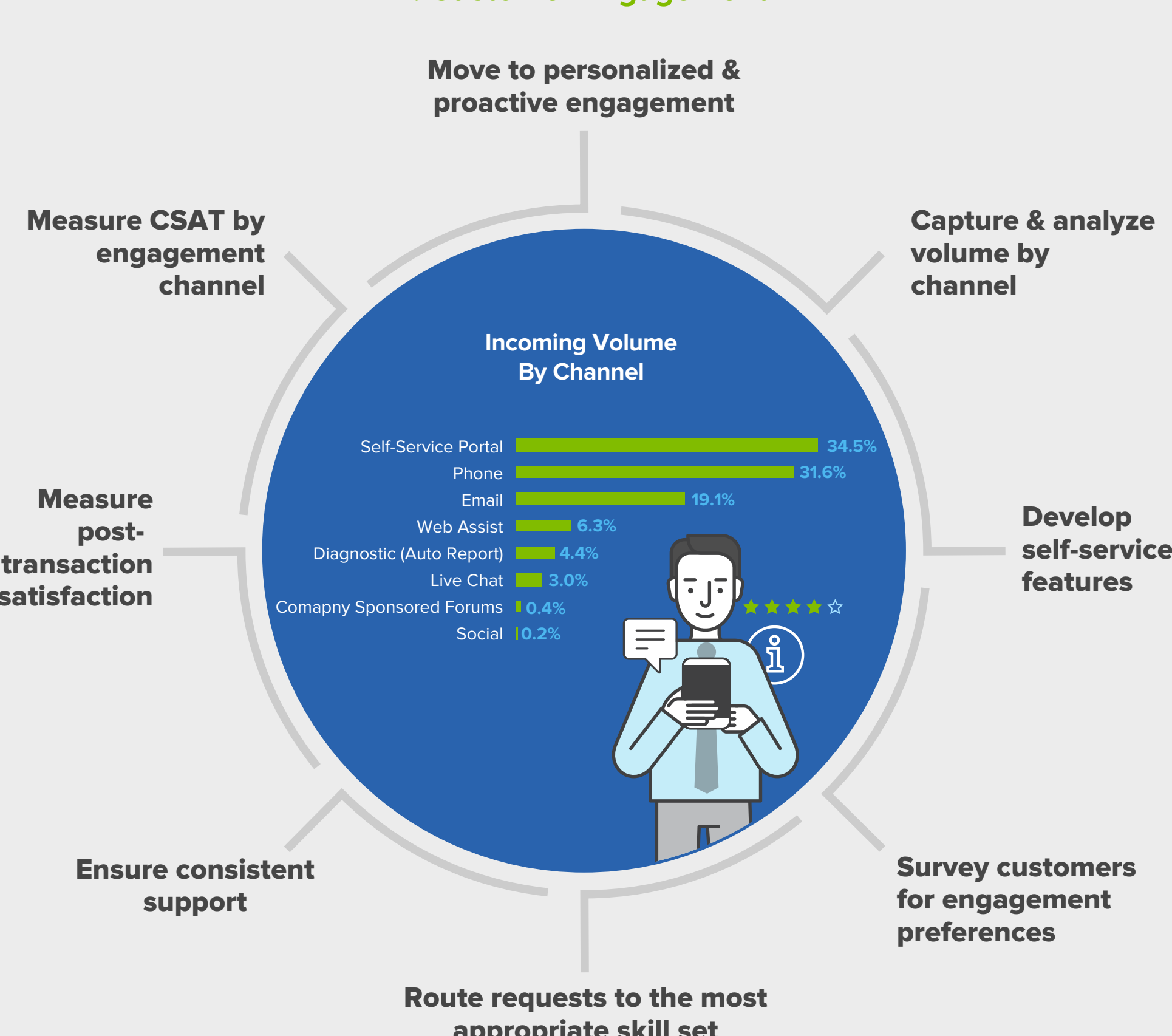
## A Recipe for Success

To evolve and succeed, support organizations should design and lead a multi-level strategy that focuses on 3 areas, each with its own best practices.

### 1. Customer Experience



### 2. Customer Engagement



### 3. Support Modernization



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