

5 ways to build a successful customer support team



A business's customers are the most valuable assets a company has. Ensuring that customers have positive experiences with your company can help current customers and attract new ones.

For the most timely, personalized assistance that can effectively address customer needs in real-time, Jan Communications, Inc.'s customer support team has transformed a customer reputation of 68% and this is how. **98%**



2 Key Principles of Good Customer Support

1. Listen to the customer

Customer support representatives who actively listen increase the opportunity for issue resolution and getting customer satisfaction right.

72% of people believe a bad customer service interaction will lead to negative brand perceptions from one person.

30% of people switch to a different company after being forced to resolve a problem.



2. Resolve customer needs in a timely manner

The best way to get customer issues resolved is through your service center being ready for agents who know how to fix each customer's problem.

73% of people say they choose a company for the most recent aspect of good customer service.

75% of customers feel it takes too long to connect with a live agent.



3 Tactics for Success in Customer Support

1. Shape a network of channels



2. Create a positive culture



3. Measure customer support success



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