

## 5 Keys to Solving the Root Causes of Support Tickets



## Implement Root Cause Analysis

# This forces you to dig beneath the surface and determine if a common problem is a symptom of a much deeper issue.



#### **Create Customer Profiles and Analyze Them**

Once you have divided your customers into meaningful segments, you can analyze the most commonoccurring issues.



#### Focus on "Quick Hits"

Cost-effective tactics to deploy include process or infrastructure improvements that don't require a lot of time or investment, but offer significant ticket reduction benefits.



#### **Educate Support Agents How to Resolve Issues**

Initiate a training program to help your agents understand how to deal with and eliminate issues on the first customer interaction.



### Invest in Advanced Support Center Software

Finally, you can eliminate a lot of

the friction from agent-customer interactions by investing in innovative CRM software.

GlowTouch LLC provides personalized contact center, business processing, and technology outsourcing solutions to clients around the world. Founded in 2002, its 2,300+ employees deliver operational excellence with high-touch engagement. A certified Woman-Owned Business and six-time Inc. 5000 honoree, GlowTouch is headquartered in Louisville, KY, with additional locations in Mangalore, Bangalore, & Mysore, India, and Santo Domingo, Dominican Republic. To learn more about GlowTouch, visit www.GlowTouch.com.