GLOW TOUCH
PUTTING PEOPLE FIRST

5 Keys to Solving the Root Causes of Support Tickets

1 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.
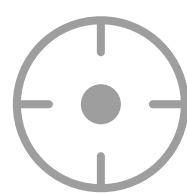
2 Create Customer Profiles and Analyze Them

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

3 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.
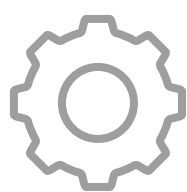
4 Educate Support Agents How to Resolve Issues

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

5 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.