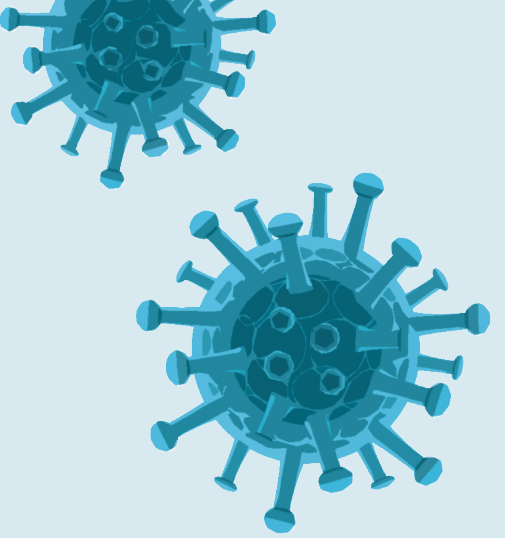


GLOW TOUCH

PUTTING PEOPLE FIRST



How Customer Support Leaders Can Manage a Crisis Like COVID-19



LEAD BY EXAMPLE

The path to great leadership during a crisis begins with you and the example you set for your support team. Front-line workers often mirror the behavior of their supervisors, so it is important for you to model the behavior you expect from your team.



ESTABLISH A SMALL TASK FORCE

Designate a core group of people to help manage problems and bottlenecks that can arise. A small team of talented people often generates better results than a solo individual.

DEVELOP A PLAN

Developing a response to COVID-19 will not be easy. Your initial plan should not be overly complicated, especially since you will likely revise it or update your measures as the crisis unfolds.



COMMUNICATE REGULARLY

Proactive communication with your team and customers is a must during a crisis. Team members will be looking for information, feedback, and guidance on how to proceed.

KNOW WHEN TO SEEK HELP

Managing a customer support team during a crisis can be stressful. Even the most stellar customer support leaders encounter situations that are beyond their scope of experience.



SEEK FEEDBACK AND REWARD YOUR TEAM

Be sure to ask your team for their feedback and input on a regular basis along with taking the time to recognize their efforts.

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.