



Why Customer Service is Critical to Success in the Ed Tech Market

www.AEPweb.org

Presenters



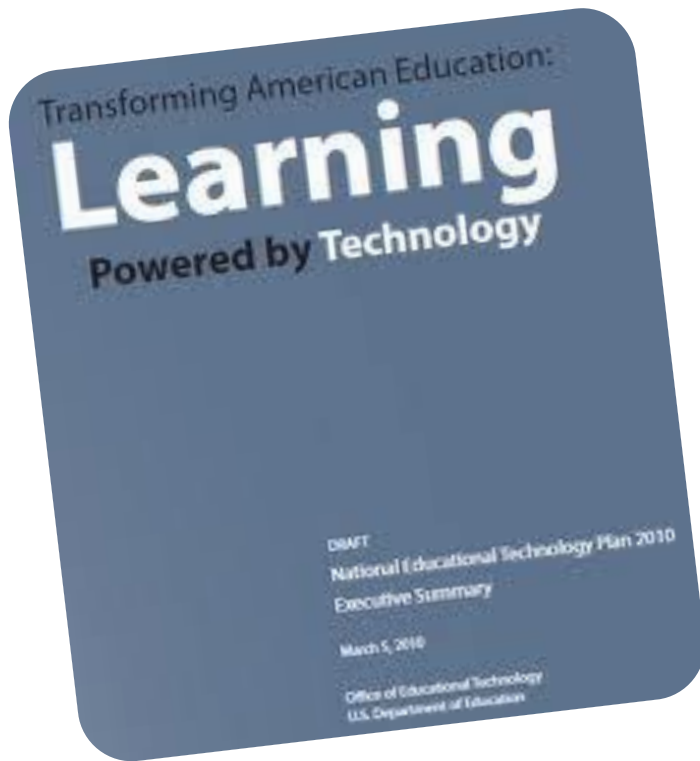
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MMS Education helps you attract and engage your audience, helps them understand and use your program or service, and helps you build and retain relationships with the education stakeholders who matter most to your organization.

Why is Customer Service Critical in the Ed Tech Market?



- New devices and programs call for a different type of service than you have provided in the past.
- Online products that can be accessed out of school often means supporting parents and students too.

Source: "Transforming American Education: Learning Powered by Technology," Office of Educational Technology, U.S. Department of Education, <http://www.ed.gov/sites/default/files/NETP-2010-final-report.pdf>

Why is Customer Service Critical to Your Organization?

Here are some compelling reasons:

- A **2%** increase in customer retention has the same effect as decreasing costs by **10%**¹
- Depending on the industry, reducing your customer defection rate by **5%** can increase your profitability by **25 to 125%**¹

¹ Source: <http://www.bautomation.com/successes-resources/articles/startling-statistics-on-customer-retention-acquisition/489>

Why Isn't it Always a Priority?

73% of customers leave because they are dissatisfied with service.....

*but companies think that just **21%** leave for this reason.*

*Companies think that nearly half (**48%**) leave because of price,*

when in fact..... according to the customer perspective, this happens only **25%** of the time.

Source: Right Now Technologies (now part of Oracle) and US Small Business Administration:
<http://sales20network.com/blog/?p=1788>

What is Customer Service Really About?



- Increasing customer satisfaction
- Building customer advocacy
- Learning about and responding to needs
- Driving product utilization

Who's Responsible?

- This is a planned, coordinated, company-wide approach.



- Needs dedicated resources in order to implement
- Requires collaboration among departments
- Is an ongoing process

Getting Started

Align efforts of all departments

Identify pain points that affect sales

Identify customer touch points

Identify types of product support to meet customer needs

Identify a structured approach

Identify Your Company's Pain Points

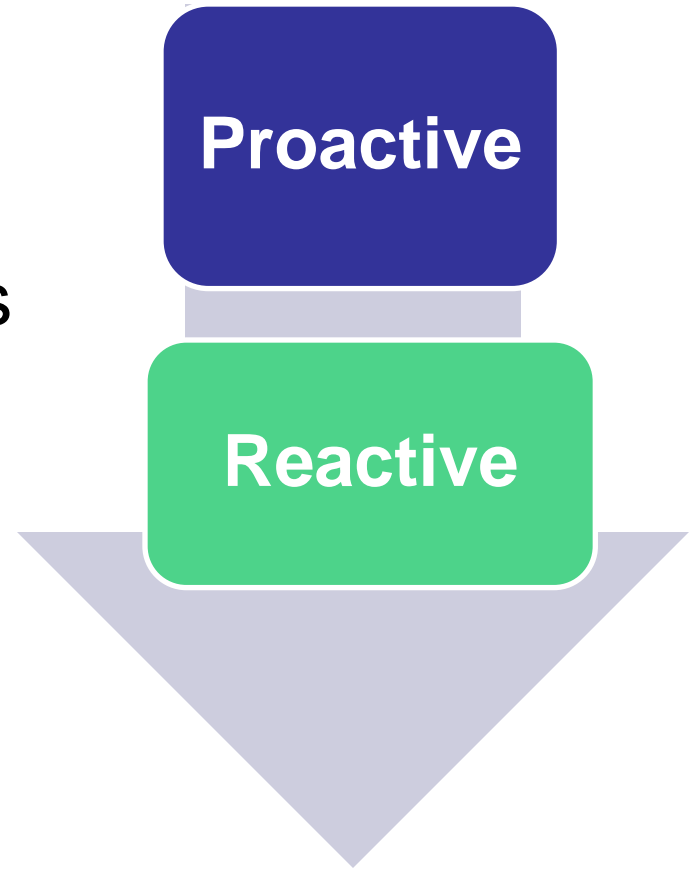
- Percent of pilots converted to sales
- Frequency and timing of help calls
- Renewal percentages
- Usage data (especially if it is falling)
 - ❖ Logins
 - ❖ Time on program
 - ❖ Completed outcomes (tests, quizzes, etc.)
- Purchase frequency

Identify Your Customers' Touch Points

1. Pilots/trials/downloads
2. After implementation/training
3. New releases or updates
4. New administrators
5. New users are added
6. At the beginning of the school year
7. At the change of semester
8. Others?

Types of Product Support

- Embedded help
- Action triggered emails/texts
- On-demand demos/podcasts
- Scheduled webinars
- E-Newsletters and updates
- Social Media, blogs, etc.
- Phone support
- Online support



Structuring Customer Service Support

People

- Tier 1, Tier 2, Tier 3
- In-house or Outsourced
- Collaboration with Sales, might also include on-site visits at schools

Software/Social Media



www.zendesk.com



www.getsatisfaction.com



www.twitter.com

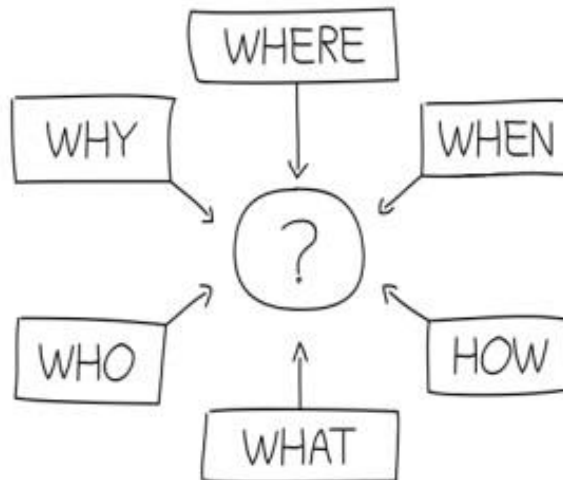
What Do Customers Want?

- The **top 5 sources of assistance consumers desired** to see on a brand or organization's website¹:
 - A telephone number to call customer service
 - Email address for customer service
 - Live chat
 - FAQ section or knowledge base
 - Click to call, having a live agent call back

¹ <http://socialmediatoday.com/parature/1204571/2013-s-new-need-know-online-customer-service-statistics>

Implementing a Support Plan

1. Determine if your current staff has the skills to deliver this support – hire if you need to
2. Tell customers over and over how to get help
3. Measure, measure, measure



The Customer Service Job

- Experienced in or savvy with:
 - Your Product / Program / Service
 - Hardware and software
 - Various platforms – mobile, tablet
- Also:
 - Able to work in a fast-paced environment
 - Comfortable with high call volumes
 - Resilient
 - Increasingly bilingual
 - Excellent communication skills

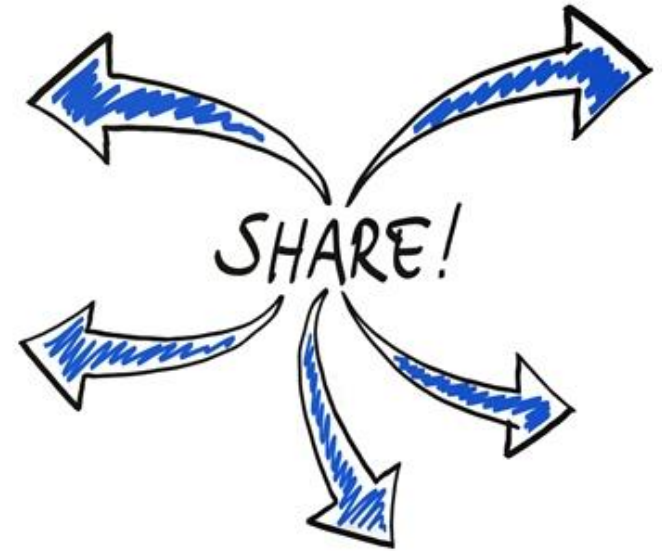
The Customer Service Representative

- Knowledgeable / Informed
- Empowered
- Helpful
- Honest
- Reliable
- Human



Promote Your Customer Service

- Let customers know when and how you offer support
 - Embedded in the product
 - Website Links
 - Social Media and Other Online Communities
 - E-news



Customer Marketing



- It's part of the overall brand strategy
- Sharing of information strengthens customer interactions
- Social media – customers are broadcasters

Measure It!

- Percent of pilots converted to sales
- Frequency and timing of help calls
- Renewal percentages
- Usage data (especially if it is falling)
 - Logins
 - Time on program
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- Purchase frequency

Wrap-up

- Customer loyalty is the goal
- Company-wide approach is recommended
- Identify, map, plan
- How you provide customer support is unique to your company and the complexity of your product or service
- Hire the right people for the job
- Keep customers engaged through marketing
- Measure results and outcomes
- Remember: this is not a static environment, nor are your customers' needs

Thank you!

- Q&A
- Contact information

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