

# Software support done correctly

Andreas Zeitler

@zettt

[macosxscreencasts.com](http://macosxscreencasts.com)

[zcasting3000.com](http://zcasting3000.com)

# A relatively bad example



**zett**

August 12, 2010 @ 11:27 PM via email

Dear [REDACTED] Support,

[REDACTED]

Do you think it would be possible to do a screencast of [REDACTED] in its whole feature set including the iPhone and the Desktop version?

I would be interested in a NFR license for [REDACTED] for Desktop (Mac OS X) and iPhone.

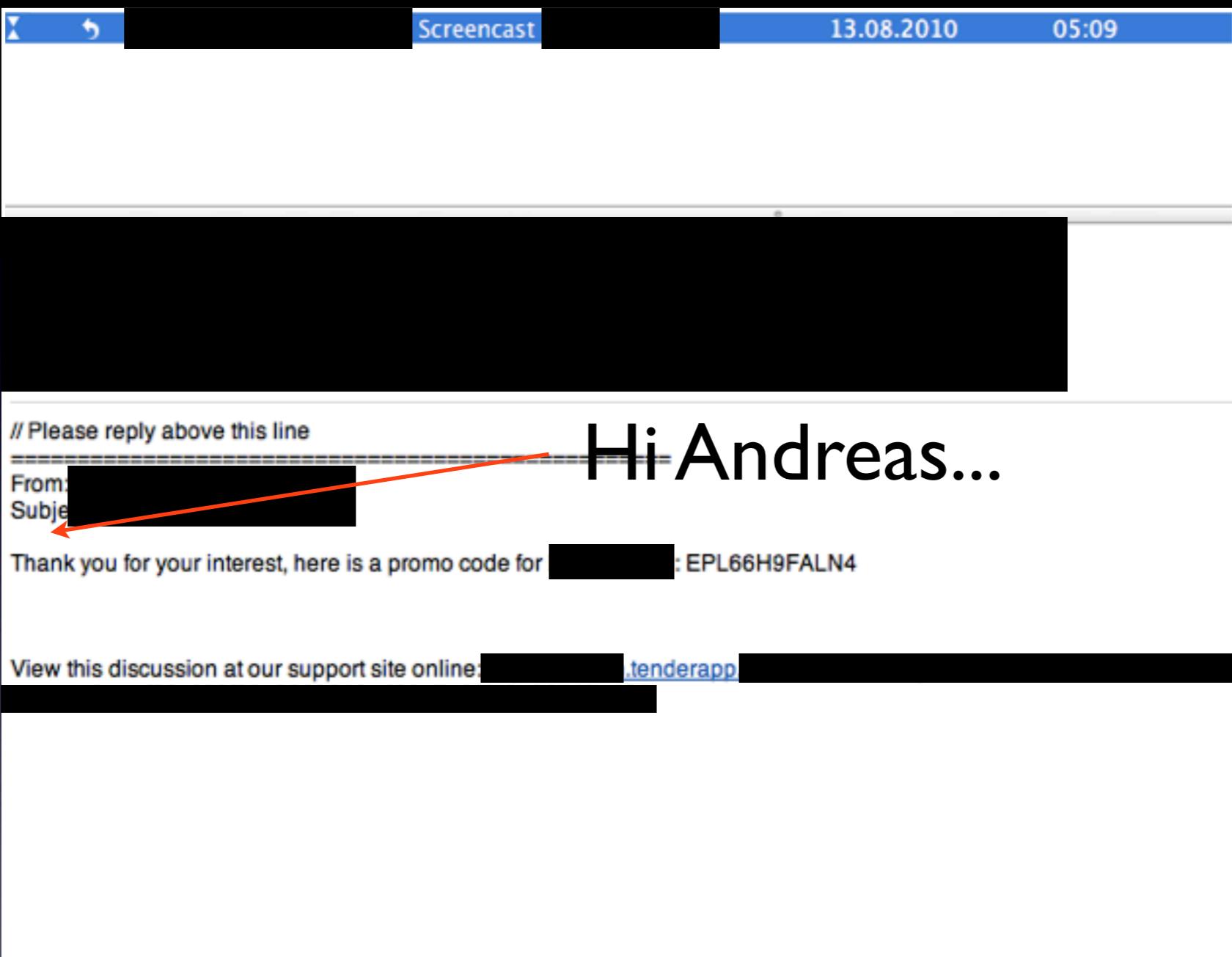
Some (standard) questions:

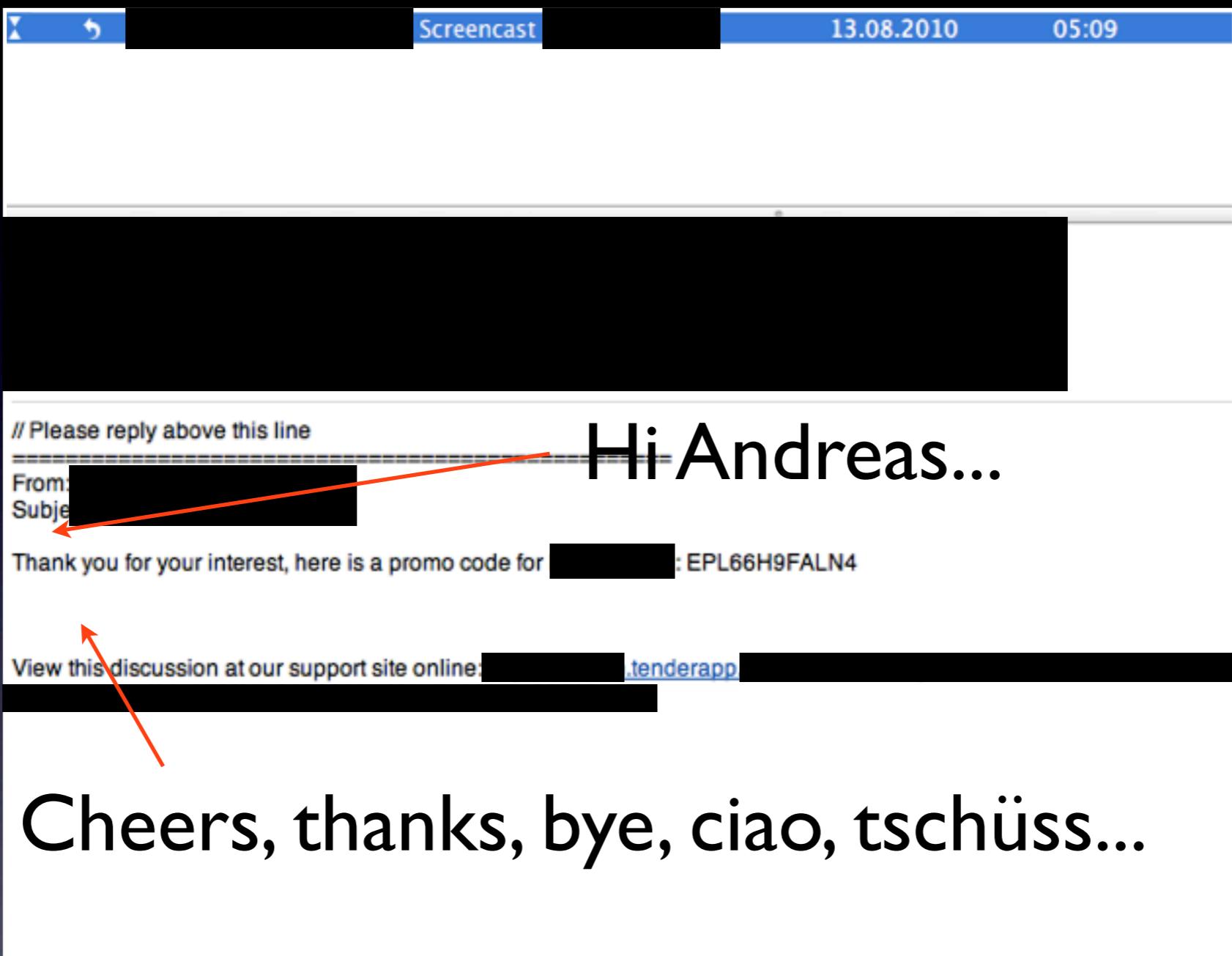
- \* Do you want to give away some free licenses for either [REDACTED] desktop or iPhone?
- \* Do you want to offer a special discount code as well?

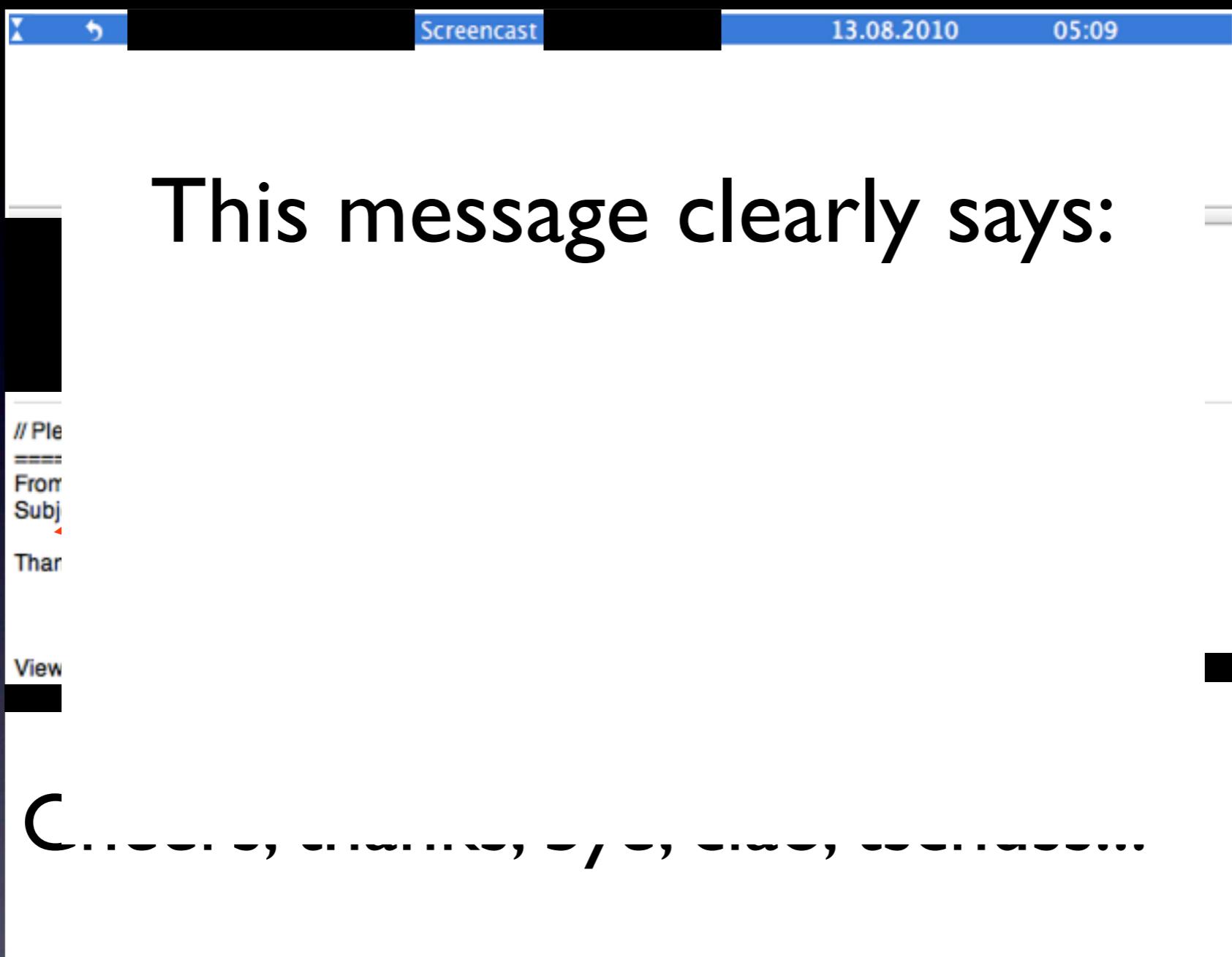
Discount and free license giveaways are not mandatory, except if you want to put "extra value" onto our screencast.

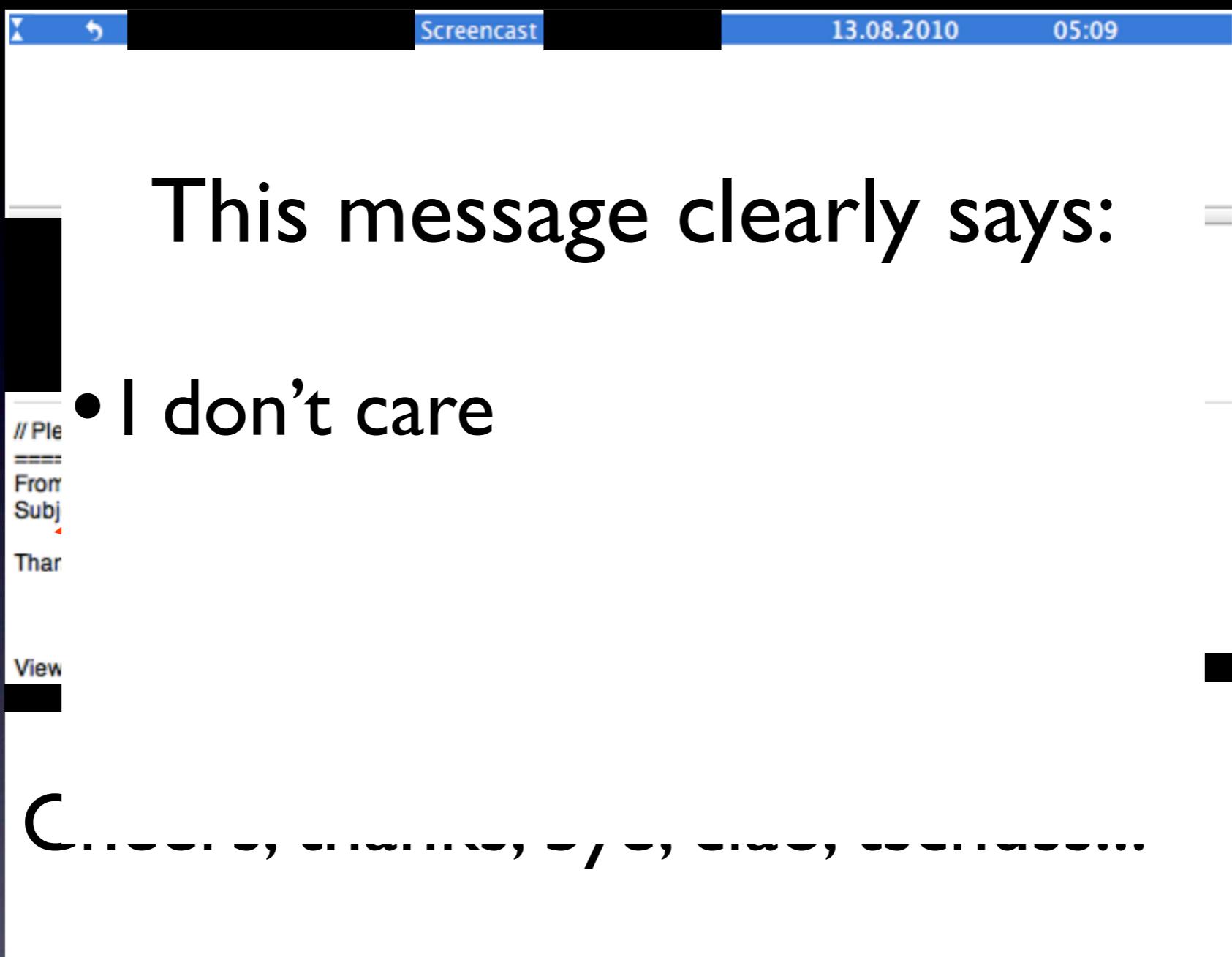
Thank you for your cooperation,  
Andreas Zeitler

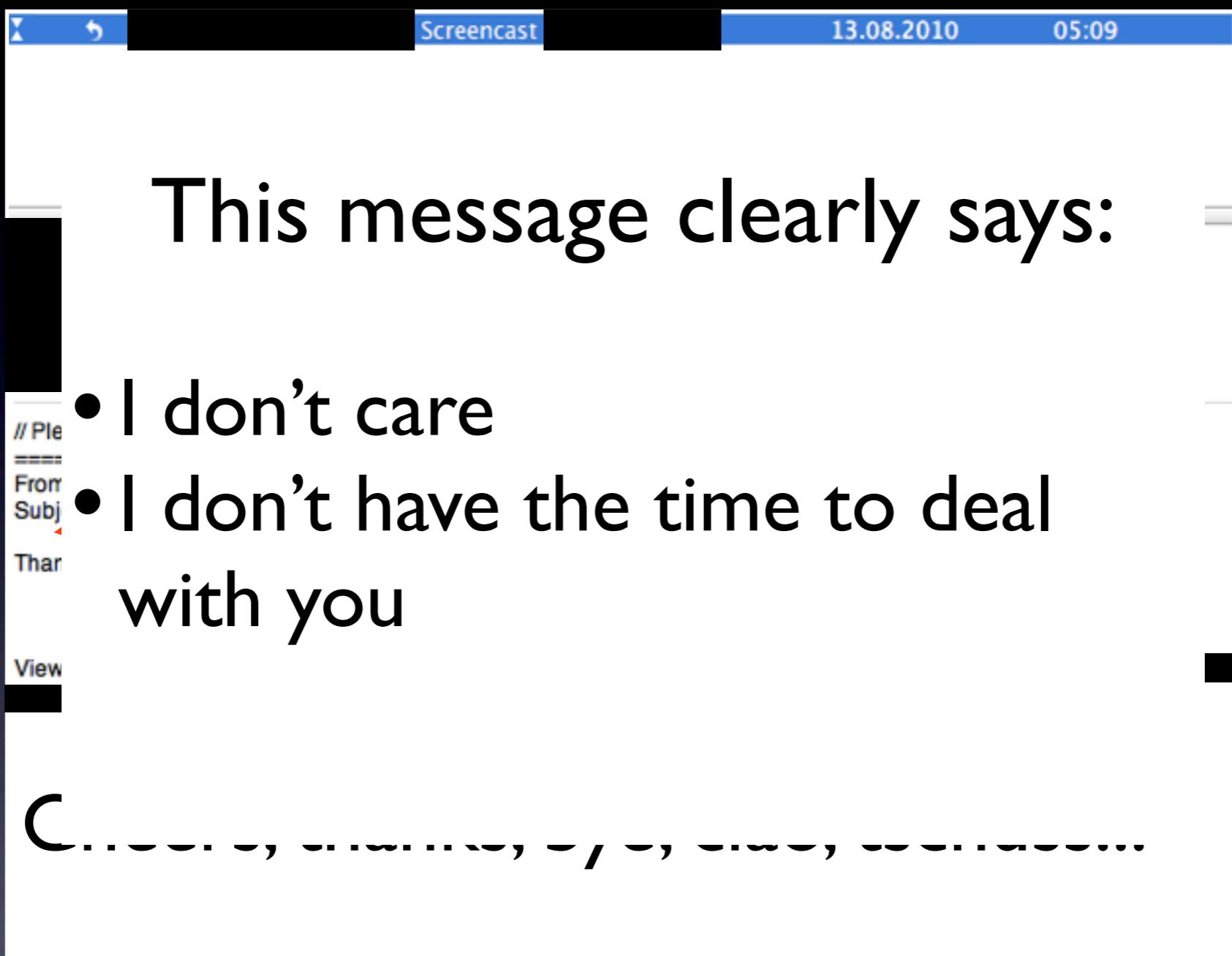


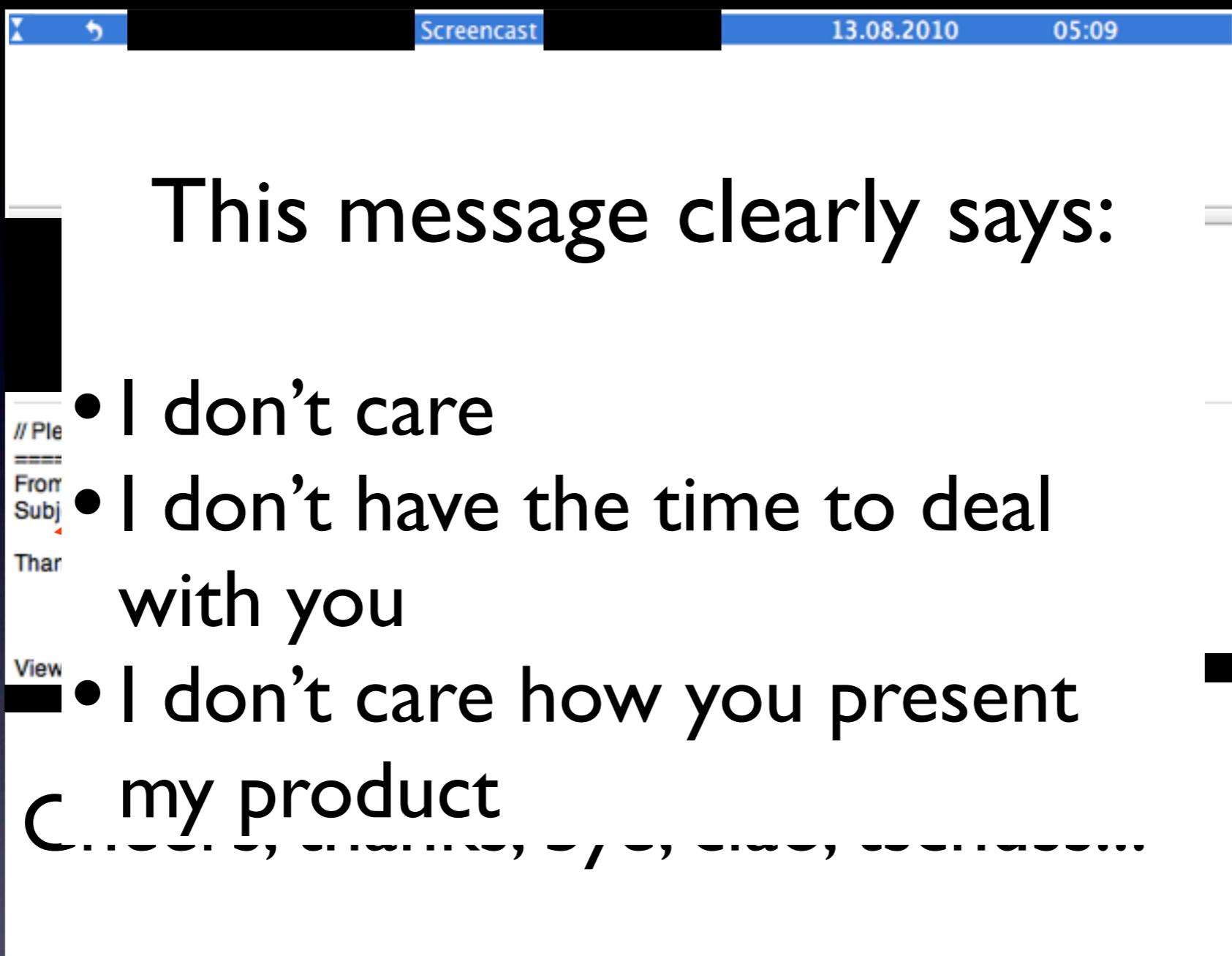


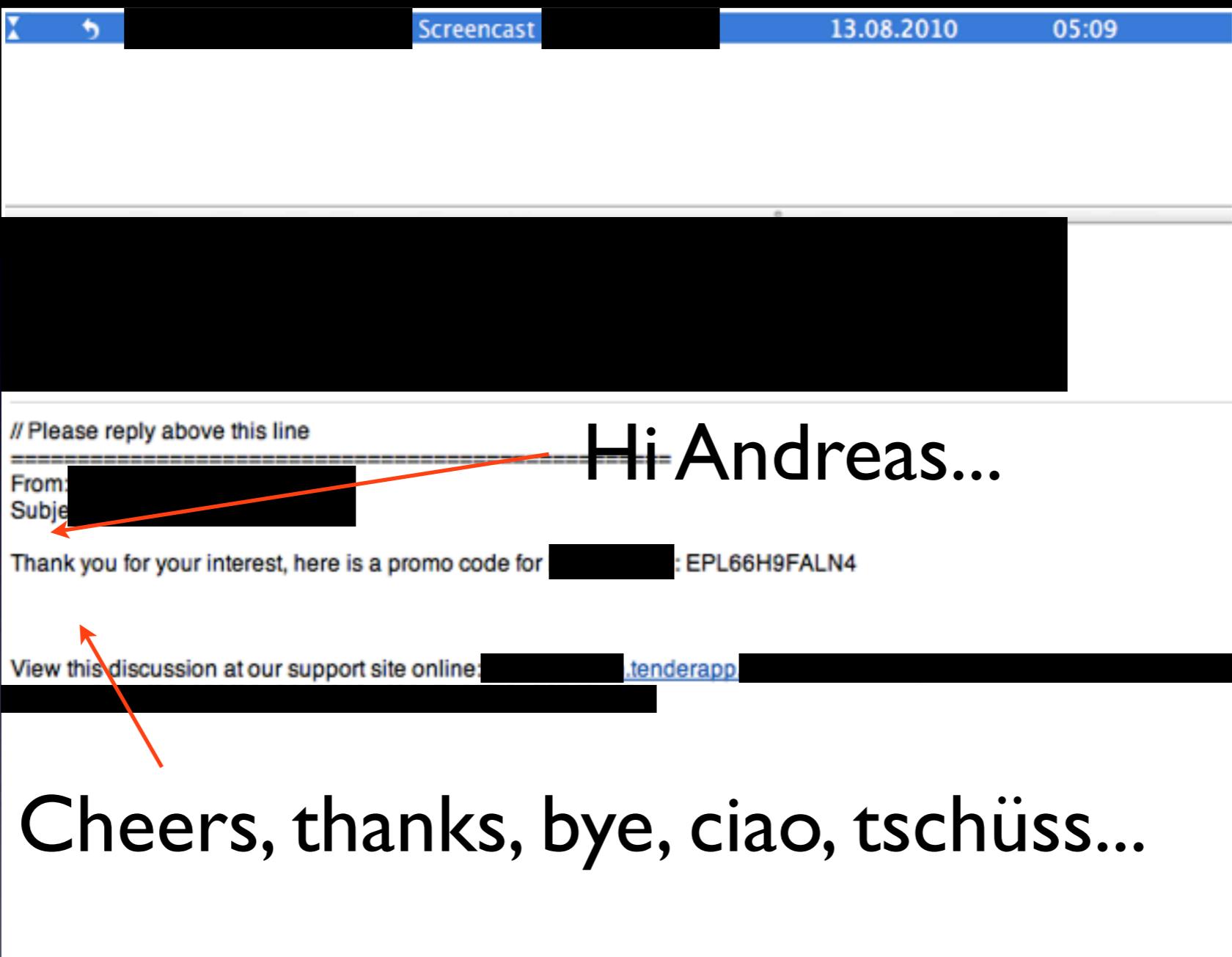


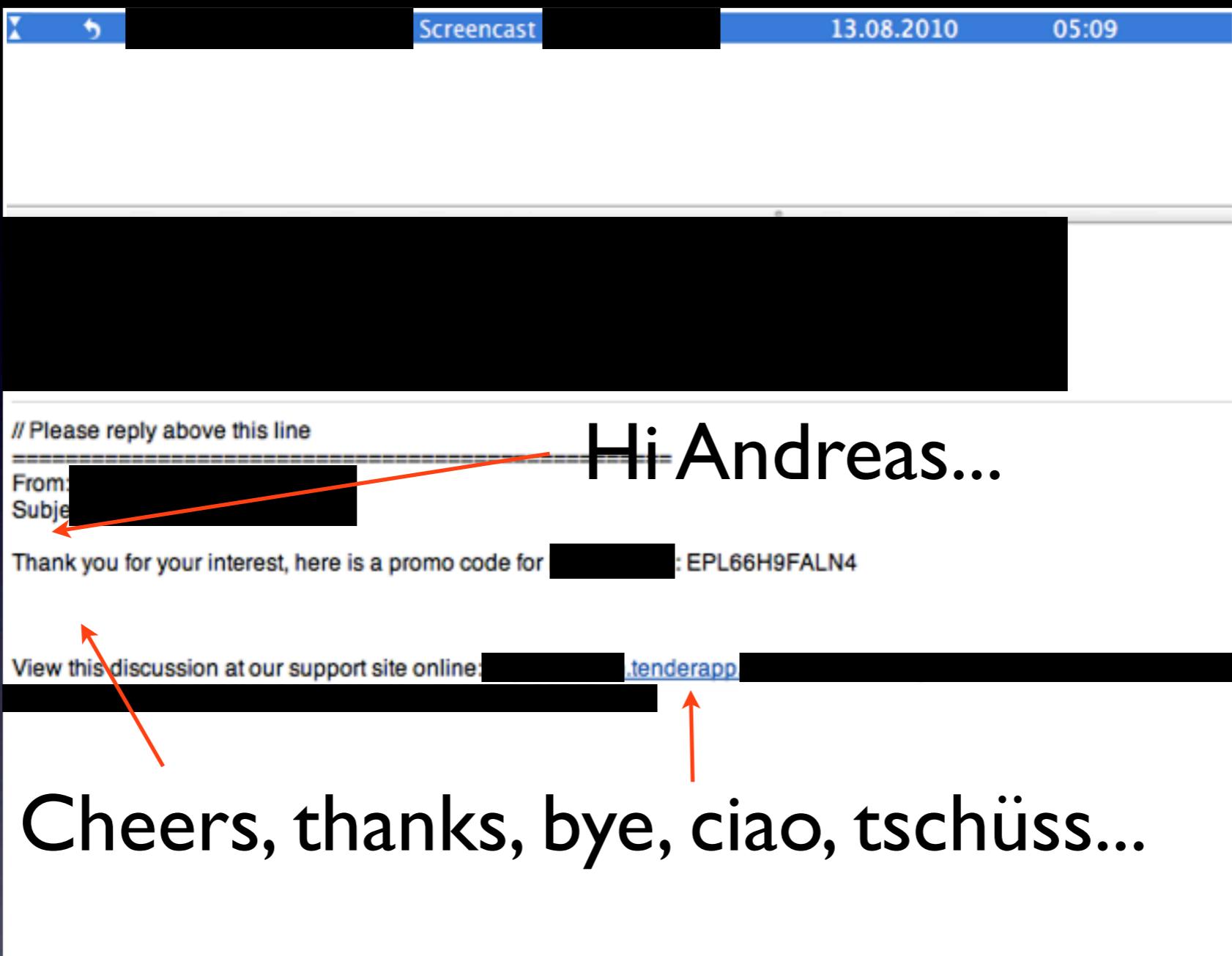














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2 Posted by [REDACTED] on August 13, 2010 @ 05:07 AM

SUPPORT STAFF



Thank you for your interest, here is a promo code for [REDACTED] EPL66H9FALN4

[REDACTED] resolved this discussion on August 13, 2010 @ 05:07 AM.

zettt re-opened this discussion on August 16, 2010 @ 06:09 PM

3 Posted by zettt on August 16, 2010 @ 06:09 PM



Sorry. I re-opened this discussion. My emails aren't showing up here. This is what I wrote on Friday:

Thanks a lot for the promo code. It might sound stupid, but where do I enter this promo code?

I tried using it to redeem a license in the US AppStore - didn't work.

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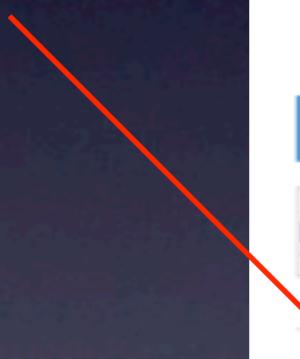


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**8** Posted by zettt on September 03, 2010 @ 09:08 PM



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I'm sorry for making so many troubles.

**9** Posted by [REDACTED] on September 04, 2010 @ 06:43 AM

SUPPORT STAFF 



Those were codes for the iphone app, we don't give out Mac licenses, sorry.



[REDACTED] resolved this discussion on September 04, 2010 @ 06:43 AM.

Re-open and reply to this **resolved** discussion or [start a new discussion →](#)

Name

Email

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Dear [REDACTED] Support,

Discussion →

Name

Email

A relatively good  
example

# A relatively good example

DreamHost



My email to DreamHost:

# My email to DreamHost:

Dear DreamHost support,

Website is down!

Why?

Help!

Now!

Cheers

Andreas,

```
[386390.279461] Task in /ps34711 killed as a result of limit of /ps34711
[386390.303417] php5.cgi cpuset=ps34711 mems_allowed=0
[386390.303453] Task in /ps34711 killed as a result of limit of /ps34711
[386390.357101] Memory cgroup out of memory: kill process
apache2-ps34711(6203:#34711) score 227694 or a child
[386391.125965] Memory cgroup out of memory: kill process
apache2-ps34711(6203:#34711) score 227694 or a child
[386394.160813] php5.cgi cpuset=ps34711 mems_allowed=0
[386394.247377] Task in /ps34711 killed as a result of limit of /ps34711
[386394.636484] Memory cgroup out of memory: kill process
apache2-ps34711(6203:#34711) score 199764 or a child
[386497.221512] php5.cgi cpuset=ps34711 mems_allowed=0
[386497.221582] Task in /ps34711 killed as a result of limit of /ps34711
[386497.277468] Memory cgroup out of memory: kill process
apache2-ps34711(6203:#34711) score 206293 or a child
[386497.768186] php5.cgi cpuset=ps34711 mems_allowed=0
[386497.865295] Task in /ps34711 killed as a result of limit of /ps34711
[386498.255450] Memory cgroup out of memory: kill process
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When there isn't any available memory on the machine, the server is unable to spawn new processes which in turn causes a 500 error. It can also kill off existing processes such as http and ftp. I recommend following the steps in this wiki:

[http://wiki.dreamhost.com/PS\\_Optimization](http://wiki.dreamhost.com/PS_Optimization)

You can also raise your memory levels from within the panel by clicking "Private Servers" > "Manage Resources".

It's always a good idea to keep an eye on the graph on that page as it will give you some insight into the current state of your server. Aside from the optimization wiki, I'd also recommend removing any extraneous plugins if you're running Wordpress installs, especially any SEO plugins. If you haven't already, you should also download and enable either wp-cache or wp-super-cache (again assuming you're running Wordpress installs). As far as your server not always needing the same amount of memory, you can adjust your usage at any time as you see fit. That can be quite a chore! Luckily, one of our customers recently wrote a pretty awesome program which can automatically handle memory usage for you! You may want to check it out, but please be aware that even if it works, it is custom software and is not provided by DreamHost:

<http://memcron.com/>

I'd also highly suggest enabling FastCGI for these domains if you haven't already done so, it typically uses far less memory than the standard PHP install! If you run into any troubles with the above information (which I recommend checking out as it can help you to reduce usage regardless of the number of visitors you receive), please let us know. Also, since you are running a WP site, the following will be helpful as well:

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Andreas,

Odds are the process that updates the graph is getting killed. I think that we're looking into a solution that corrects this.

Thanks!  
Scott

--  
DreamHost Support Team + support@dreamhost.com  
Earn over \$97 for each referral: <http://www.dreamhost.com/rewards.html>  
To continue this support case, just reply to this email.  
Open a new case at: <https://panel.dreamhost.com/?tab=support>

# Improving support (communication)

# It's ok to...



# It's ok to...

- ... not answer an email right away.

# It's ok to...

- ... not answer an email right away.
- ... be brief.

# It's ok to...

- ... not answer an email right away.
- ... be brief.
- ... use snippets.

# It's ok to...

- ... not answer an email right away.
- ... be brief.
- ... use snippets.
- ... use a support system like tender.

# It's ok to...

- ... not answer an email right away.
- ... be brief.
- ... use snippets.
- ... use a support system like tender.
- (Eat your own dog food!)

# Improving support (communication)



# Improving support (communication)

- "Sorry for the late reply."

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- "Sorry for the late reply."
- I have read your email, but didn't care enough.

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- "Sorry for the late reply."
  - I have read your email, but didn't care enough.
- "Best regards from Stuttgart"

# Improving support (communication)

- "Sorry for the late reply."
  - I have read your email, but didn't care enough.
- "Best regards from Stuttgart"
  - I don't know where you are, but the sun shines here.

# Improving support (communication)



# Improving support (communication)

- Screencasting

# Improving support (communication)

- Screencasting
  - Tell me and I'll forget,  
Show me and I may remember,  
Involve me and I'll understand.

# Improving support (communication)

- Screencasting
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  - Scrivener ([literatureandlatte.com](http://literatureandlatte.com))

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  - Billings ([marketcircle.com](http://marketcircle.com))
- Blogging

# Improving support (communication)



# Improving support (communication)

- Forum

# Improving support (communication)

- Forum
- Social Media (Twitter, Facebook)

# Improving support (communication)

- Forum
- Social Media (Twitter, Facebook)
- **BUT**

# Improving support (communication)



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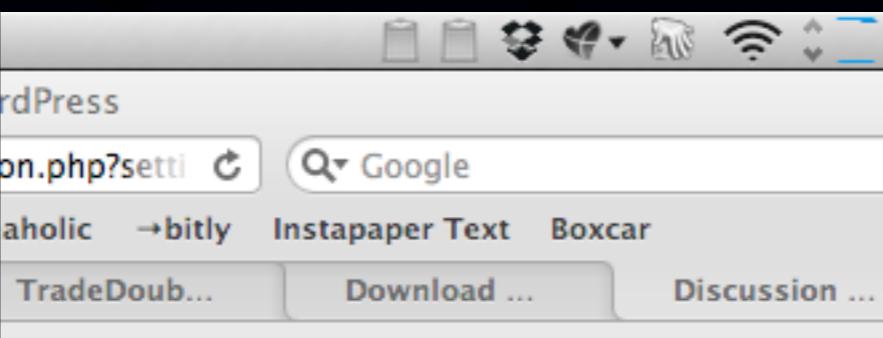
- If you decide to use a channel be prepared to **use** it the way the users use it.
  - Deliver content!
  - Post updates!
  - People don't follow a brand, they follow a person.

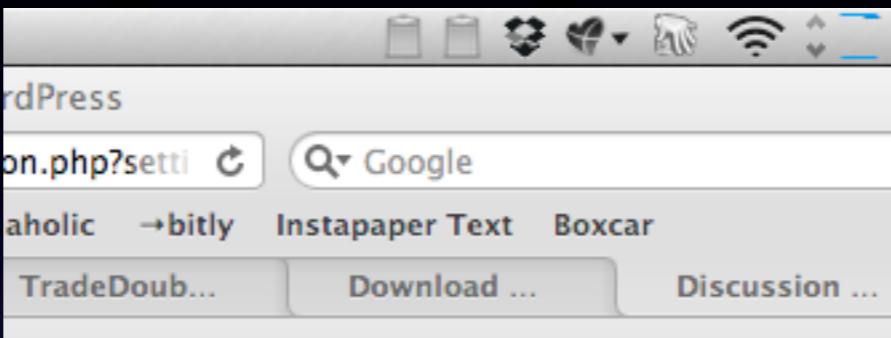
# Improving support (communication)

- If you decide to use a channel be prepared to **use** it the way the users use it.
  - Deliver content!
  - Post updates!
- People don't follow a brand, they follow a person.
- People opt in to be disturbed by **you**. They deliberately give you the permission to be interrupted by you.

Don't make it hard for  
people to communicate  
with you







Show Application Icon in:  Dock  
 Menu bar

- Blue icon
- Gray icon
- Clips icon
- Monochrome icon

Automatically create Clips from system cli

Show Icon in:  Dock  
 Menu bar

Ignore Apps:

- Blue icon
- Gray icon
- Snippets icon
- Monochrome icon

## CONCEITED FORUMS » CLIPS

		POSTS	LAST POSTER	FRESHNESS
●	Clips suggestion thread	6	pzriddle	1 month
●	Clips 2.0: paste fails in Word and TextWrangler, shortcuts fail	1	pzriddle	1 month
●	Plain text paste	2	pzriddle	1 month
●	Clips 2 vs 1.5	5	turkchgo	1 month
●	Abbreviations	13	Nicolas	5 months
●	Clips & User Accounts	1	Grotty Bananas	8 months
●	how does it work? where did my clips go?	2	chetvolpe	8 months
●	First taste of clips	5	bakari45	1 year
●	How to ignore TextExpander expansions	2	Okeanos	1 year
●	resize clip previews?	2	okeedoak	2 years
●	Repeated firewall notifications for ClipsHelper.app	4	Nicolas	2 years
●	memory leak	9	Nicolas	2 years
●	Clips 1.2 - Room for improvement	5	ke3pup	2 years
●	Registration is not Sticking	7	sl1200mk2	2 years
●	Couple Problems	1	pete	2 years
●	Partially hidden Info window	1	french-petzouille	2 years
●	reset the filter after x seconds	3	french-petzouille	2 years
●	arrows keys and vertical navigation	4	Nicolas	2 years
●	enlarge	1	french-petzouille	2 years

Make your life easier

# Make your life easier

Never do free!



## ⌚ App Activity

Apr 14 '11	€1.59 -> Free	PRICE DROP
Mar 31 '11	€3.99 -> €1.59	PRICE DROP
Mar 22 '11	€15.99 -> €3.99	PRICE DROP
Jan 31 '11	New App: €15.99, v1.0	NEW

App activity		
Feb 21, '11	Version 1.0.1	UPDATE
Feb 19, '11	€3.99 -> €.79	PRICE DROP
Jan 17, '11	€.79 -> €3.99	PRICE INCREASE
Jan 14, '11	€3.99 -> €.79	PRICE DROP
Jan 13, '11	€2.39 -> €3.99	PRICE INCREASE
Jan 12, '11	€3.99 -> €2.39	PRICE DROP
Jan 04, '11	€2.39 -> €3.99	PRICE INCREASE
Dec 29, '10	€.79 -> €2.39	PRICE INCREASE
Dec 22, '10	€3.99 -> €.79	PRICE DROP
Dec 07, '10	€.79 -> €3.99	PRICE INCREASE
Dec 04, '10	€3.99 -> €.79	PRICE DROP
Nov 20, '10	€.79 -> €3.99	PRICE INCREASE
Nov 18, '10	€3.99 -> €.79	PRICE DROP
Nov 16, '10	€.79 -> €3.99	PRICE INCREASE
Nov 16, '10	€1.59 -> €.79	PRICE DROP
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May 11 '11	Version 1.1.0	UPDATE
Apr 30 '11	€19.99 -> €7.99	PRICE DROP
Apr 30 '11	€7.99 -> €19.99	PRICE INCREASE
Apr 30 '11	€19.99 -> €7.99	PRICE DROP
Apr 28 '11	New App: €19.99, v1.0.0	NEW

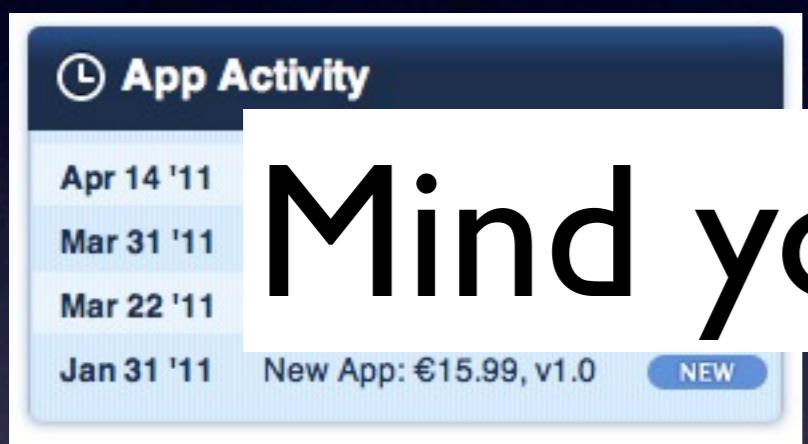
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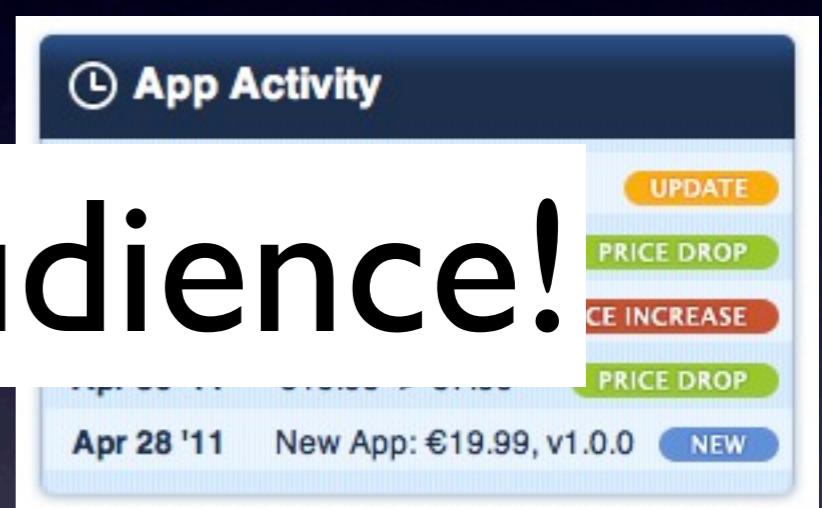
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\*\*\*\*\*Introductory Price Over Half-Off!\*\*\*\*\*

# Mind your target audience!



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# Discussion

Your experiences