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Mock Exam Tuesday 22nd September

Customer Support Provision for the ICT Professional

Part 1

# Briefly explain the following:

## 1.A Customer Service

Customer service is the assistance and advice provided by a company to those people who buy or use its’ products or services.

## 1.B The importance of good customer service

Good customer service is important as it provides multiple opportunities to improve both customer and employee satisfaction. When customers feel their concerns and issues are important to the support organisation, they are more likely to remain loyal to the brand; and encourage their friends and colleagues to use and share your products. Employee satisfaction is often a reflection of customer satisfaction and can also have a negative feedback loop whereby employee frustrations are taken out on the customer and a self-perpetuating loop is created.

## 1.C 3 examples of consequences to both the customer and organisation if customer support is not up to standard

3 effects on customers if customer service is not prompt and professional are:

1. Failure to be able to use the product effectively
2. Loss of man hours/money
3. Annoyance

3 effects on the support organisation if customer service is not prompt and professional are:

1. Loss of revenue
2. Reputation damage
3. Toxic work-place

# What is remote technical support? Describe 3 ways in which it might be delivered.

2.A Remote technical support can be described as any method in which technical aided or assistance is provided via another medium than being face-to-face with the customer.

2.B Three ways of providing remote technical support are phone support, email support and remote desktop management.

Phone support involves trained and knowledgeable customer support representatives (CSRs) taking calls from customers to troubleshoot their technical support issues and queries.

Email support allows CSRs to provide simple, but detailed answers to customer queries and also takes the pressure off the organisation to have instant solutions available to customers.

Remote desktop management allows CSRs the option of logging into the customer’s computer and directly applying solutions to the customer’s hardware. Windows features this service directly, but other software suites can be employed to adapt to different needs. Examples of these software are LogMeIn and GoToAssist.

# Complete the following:

3.A Locate a driver for a cannon printer and save the link.

<http://downloads.canon.com/bisg2015/drivers/win32/PCL5e-c_6_v21.52_Set-up.exe>

3.B See mock\_exam\_UserManualScreenshot.png

3.C **Contacting Canon via Telephone**  
Canon's award winning customer service and support is just a toll-free phone call away. And we'll answer your call quickly, with no hassles. Please refer to the phone number list below to contact our team of technical support experts. Please have your product nearby when calling for technical support.

You can also visit our [service and support site](http://usa.canon.com/cusa/support/consumer) for drivers, manuals, how-to-videos, or to search our knowledgebase.  
You can also arrange for an [online repair](http://www.usa.canon.com/cusa/consumer?pageKeyCode=onlineRepairLanding).

|  |  |  |
| --- | --- | --- |
| Consumer Series - Product Groups | Phone number | Hours (all times EST, excluding holidays) |
| EOS Digital Camera  Systems, EF Lenses & Flashes | 1-800-OK-CANON 1-800-652-2666 | |  |  | | --- | --- | | Monday-Friday | 8:00 am to 12:00 am | | Saturday: | 10:00 am to 8:00 pm | |
| Powershot Models | 1-800-OK-CANON 1-800-652-2666 | |  |  | | --- | --- | | Monday-Friday | 10:00 am to 10:00 pm | |
| Camcorders | 1-800-OK-CANON 1-800-652-2666 | |  |  | | --- | --- | | Monday-Friday | 10:00 am to 10:00 pm | |
| MAXIFY Printers  (IB, MB Series) | 1-844-4-MAXIFY 1-844-462-9439 | |  |  | | --- | --- | | Monday-Friday | 8:00 am to 10:00 pm | | Saturday | 10:00 am to 7:00 pm | |
| Printers  (MG, MX, MP, IP, PRO, SELPHY Series) | 1-800-OK-CANON 1-800-652-2666 | |  |  | | --- | --- | | Monday-Friday | 10:00 am to 10:00 pm | |
| Scanners  (Photo, Film, Document) | 1-800-OK-CANON 1-800-652-2666 | |  |  | | --- | --- | | Monday-Friday | 10:00 am to 10:00 pm | |
| imageCLASS Printers | 1-800-OK-CANON 1-800-652-2666 | |  |  | | --- | --- | | Monday-Friday | 8:00 am to 8:00 pm | |
| Large Format Inkjet  Printers | 1-800-423-2366 | |  |  | | --- | --- | | Monday-Friday | 8:00 am to 8:00 pm | |
| Scanners (Network, Check, Document) | 1-800-423-2366 | |  |  | | --- | --- | | Monday-Friday | 8:00 am to 8:00 pm | |

# Design a fault finding template that could be used to gather information from customers about the problem they are having. Make sure that the Template is divided into sections and has sufficient space for information to be entered.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Customer Details | | | | | | |
| Account Number | Name | Department | | Date | | Time |
|  |  |  | |  | |  |
| Issue | | | | | | |
| Type of problem | Hardware |  | | Software | |  |
| Frequency of problem | |  | | | | |
| Symptoms of problem | |  | | | | |
| Environment/Other Users | |  | | | | |
| Hardware Details | | | | | | |
| Serial Number | | |  | | | |
| Processor/Ram | | |  | | | |
| Accessories | | |  | | | |
| Additional Devices | | |  | | | |
| Any recent changes | | |  | | | |
| History of the Computer | | |  | | | |
| Software Details | | | | | | |
| What Operating System are you using? | | |  | | | |
| What version of the software are you using? | | |  | | | |
| Anti-virus/Firewall | | |  | |  | |
| Installed anything recently | | |  | | | |
| Troubleshooting | | | | | | |
| Action taken | | |  | | | |
| Time of Resolution | | |  | | | |
| Ticket Closed | | |  | | | |
| Priority | | |  | | | |

# Create a 12 question survey which could be used to evaluate the support customers are receiving. Include at least 2 types of questioning, ensure that questions which will cover the life-cycle of the service. (Contact details etc. are not included in the 12 questions).

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. How long were you waiting before speaking with our customer service representative? | | | | | | | | | |
| * 1. Not long at all | | | | | | | | | |
| * 1. Slightly long | | | | | | | | | |
| * 1. Moderately long | | | | | | | | | |
| * 1. Quite long | | | | | | | | | |
| * 1. Extremely long | | | | | | | | | |
| 1. How well did you feel our customer service representative understood your issue? | | | | | | | | | |
| * 1. Extremely well | | | | | | | | | |
| * 1. Quite well | | | | | | | | | |
| * 1. Moderately well | | | | | | | | | |
| * 1. Slightly well | | | | | | | | | |
| * 1. Not well at all | | | | | | | | | |
| 1. How many times have you needed to contact our help-desk, while trying to resolve this issue? | | | | | | | | | |
| * 1. 8+ | | | | | | | | | |
| * 1. 5-7 | | | | | | | | | |
| * 1. 3-4 | | | | | | | | | |
| * 1. 1-2 | | | | | | | | | |
| * 1. 0-1 | | | | | | | | | |
| 1. How efficient would you say that our customer service representative solved your issue or answered your question? | | | | | | | | | |
| * 1. Extremely efficiently | | | | | | | | | |
| * 1. Very efficiently | | | | | | | | | |
| * 1. Moderately efficiently | | | | | | | | | |
| * 1. Slightly efficiently | | | | | | | | | |
| * 1. Not efficiently at all | | | | | | | | | |
| 1. How knowledgeable did our customer service representative seem to you? | | | | | | | | | |
| * 1. Extremely knowledgeable | | | | | | | | | |
| * 1. Quite knowledgeable | | | | | | | | | |
| * 1. Moderately knowledgeable | | | | | | | | | |
| * 1. Slightly knowledgeable | | | | | | | | | |
| * 1. Not knowledgeable at all | | | | | | | | | |
| 1. How clear was the information that our customer service representative provided you? | | | | | | | | | |
| * 1. Extremely clear | | | | | | | | | |
| * 1. Quite clear | | | | | | | | | |
| * 1. Moderately clear | | | | | | | | | |
| * 1. Slightly clear | | | | | | | | | |
| * 1. Not clear at all | | | | | | | | | |
| 1. How many of your questions/problems did the customer service representative at our company resolve? | | | | | | | | | |
| * 1. All of them | | | | | | | | | |
| * 1. Most of them | | | | | | | | | |
| * 1. About half of them | | | | | | | | | |
| * 1. Some of them | | | | | | | | | |
| * 1. None of them | | | | | | | | | |
| 1. How helpful was our customer service representative? | | | | | | | | | |
| * 1. Extremely helpful | | | | | | | | | |
| * 1. Quite helpful | | | | | | | | | |
| * 1. Moderately helpful | | | | | | | | | |
| * 1. Slightly helpful | | | | | | | | | |
| * 1. Not helpful at all | | | | | | | | | |
| 1. Overall, are you satisfied with the customer service you received? | | | | | | | | | |
| * 1. Extremely satisfied | | | | | | | | | |
| * 1. Quite satisfied | | | | | | | | | |
| * 1. Moderately satisfied | | | | | | | | | |
| * 1. Slightly satisfied | | | | | | | | | |
| * 1. Not satisfied at all | | | | | | | | | |
| 1. Would you recommend our company to a friend or colleague? | | | | | | | | | |
| Yes | | | | | No | | | | |
| 1. On a scale of 1-10, how positive would your recommendation about our company be?   (1 being least positive, 10 being most positive) | | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1. Are you still a customer with our organisation? | | | | | | | | | |
| Yes | | | | | No | | | | |

# Describe the following:

### 6.A What is a trend?

A trend is a prevailing tendency, towards a particular issue, that one or more, customer may be experiencing.

### 6.B What are the 3 main sources of trends?

#### Sources of trends

1. User
2. Software
3. Hardware

### 6.C Give examples of trends (that) might occur in a helpdesk.

1. Latency issues when using the software
2. File dependencies error
3. Program won’t launch properly

### 6.D How could you resolve a trend if it were user related?

#### Possible Solutions

1. Direct the user to Frequently Asked Questions (FAQs)
2. Attempt to find solutions to remove the user component in areas where users are having difficulties
3. Generally educate the user or facilitate a forum where other users can directly answer questions and issues.

# Describe the call escalation process. Explain how and why calls are escalated. Include a diagram with your answer.

The escalation process can be described as a multi-step system, whereby users are admitted to the next level if their issue cannot be resolved at the current level. This system allows more specialised levels of support to users, and invariably involves higher training and privileges at higher tiers. This ensures that more common issues can be addressed quickly and efficiently, while more complex problems are not on-going quite as long as if there were only a single-tier system.

When a user calls, they are initially contacted by ‘Tier 1’ customer support representatives (CSRs). These CSRs gather information related to the users issue and provide common solutions and trouble-shooting techniques. If ‘Tier 1’ is unable to resolve the issue, then it is further escalated to ‘Tier 2’ CSRs who would be more experienced with products and services of the organisation. This process continues until the issue has been satisfactorily resolved. q

1. **Give 2 possibles causes to each of these problems. Describe what you might ask the customer to do to resolve the issue.**

#### The customer’s computer will not turn on.

#### The customer cannot access the internet.

#### The customer cannot find a file.

#### The paper feed for the printer is not working properly.