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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 aid 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

# Give 2 possible 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.

#### Causes:

* + - Cables not correctly connected between the power socket and the computer.
    - 2nd power switch located at the back of the computer, on the Power Supply Unit (PSU) is switched to off.

#### Resolution

* + - Check power cables
    - Check switch on the rear of the Computer

#### The customer cannot access the internet.

#### Causes:

* + - Cables not correctly connected between the router and the computer.
    - Router turned off.

#### Resolution

* + - Check Ethernet cables at router and computer end.
    - Check power/power cables at router.

#### The customer cannot find a file.

#### Causes:

* + - File has been ‘deleted’ and placed in ‘recycle bin’.
    - User cannot remember way s/he saved the file.

#### Resolution

* + - Check ‘recycle bin’ for missing file.
    - Press ‘Windows key’ and ‘F’ to open a ‘Windows Search’ dialog and type in the missing filename.

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

#### Causes:

* + - Paper may be jammed inside of the printer
    - Printer may be soiled, or the wrong paper is being used.

#### Resolution

* + - Open the printer case and check for any jammed paper. Remove as necessary.
    - Check the printer is not soiled or that the wrong paper type is being used

# Create a flow chart which would demonstrate a typical IT call centre layout for calls coming in. Make provision for both new and existing tickets.

Incoming Call

Transfer

New Support Request

Existing Support Request

Other

Other

Resolve Request

Hardware Support

Software Support

Installation

Upgrades

Issue Resolved?

No

Yes

Call-back

Ticket Closed

Escalate

Ticket left open (Undesirable)

# You are training in some new staff and would like them all to collect data in a uniform approach when they are diagnosing, as they will be entering data into a database which will be used to identify trends. Suggest 4 questions under each heading which may be asked:

#### The Users I.T. System

* 1. What hardware are you using?
  2. What software are you using?
  3. What is the history of this system?
  4. What browser are you using?

#### Symptoms

* 1. Please describe the symptoms of the issue you are experiencing?
  2. When did the issue first arise?
  3. How frequently does the issue arise?
  4. Is there any error message, or feedback?

#### Diagnosis

1. Can you provide steps for reproducing this problem?
2. What solutions have you already tried?
3. Can you check all cables to ensure they are connected properly?
4. Is anyone else experiencing this issue?

# Customers:

1. Identify 4 types of call centre customer and what their user knowledge should be.
   1. Sales/Marketing
      * Product Knowledge
      * Company discounts
      * Competitor knowledge
   2. Telephone Helpline
      * Company ticket knowledge
      * Efficient note-taking
      * Common issues
   3. CAD Technician
      * Legislative knowledge
      * CAD Tools (Autocad etc.)
      * Technical Drawing standards
   4. Software Designer
      * Software development tools
      * Programming standards
      * Data Protection requirements
2. You are going to advise a customer how to run a virus scan on their P.C. Explain to them why they are doing this and what steps they must follow.
   1. Launch your virus-scanner.
   2. Select ‘update now’ to ensure your virus scanner is up-to-date.
   3. Select ‘Run scan now’ to begin the virus scan.
      * This software will check each file to ensure it does not contain any additional malicious code which could be used to damage your files or steal unencrypted information such as user history, passwords and even credit card information.

# Training & Evaluation:

* 1. Describe 4 methods which could be used to assess help desk staff’s current skills.
     1. Technical knowledge quiz
        + A technical knowledge quiz, consisting of common technical queries from users, can provide effective feedback as to the staff’s current technical skills.
     2. Typing test
        + A typing test should be provided to potential staff, if recording information through computer, is an important skill for the role. Fast typing speeds ensure quick average response times and efficient note-taking.
     3. Role-play test
        + A role-play test, featuring a trainer or another experienced staff member, can be a useful tool to gauge a potential help desk staff’s troubleshooting skills, patience, adaptability as well as useful technical skills.
     4. Hypothetical company objective questionnaire.
        + A hypothetical company objective questionnaire allows the organisation to thoroughly examine an staff’s motivations and their synergistic potential with the organisation and other staff.
  2. Describe 4 possible areas where staff may need training.
     1. Communication skills
        + Communication skills are a possible area where staff may need training, as it is vital that staff are able to patiently and professionally communicate with customers. This is important as it is the primary contact your organisation has with customers. It also ensures that staff are able to efficiently ascertain the nature of the customer’s query or issue.
     2. Organisational knowledge
        + Detailed familiarity with the organisation’s products and services ensures that a staff member is able to provide concise and relevant information to the customer when their query is related to your product or service.
     3. Common PC knowledge
        + PC skills ensure that the staff member is able to properly employ all tools available to them. From Microsoft Office, to Operating Systems and basic hardware maintenance. These skills allow the staff to quickly and intelligently identify the most likely cause for any given issue. It also ensures that the staff operates as efficiently as possible in their given role.
     4. Technical skills
        + Technical skills can encompass several key skills necessary for smooth customer service such as troubleshooting, good general PC knowledge, as well as maintaining and upgrading existing hardware and software. These are vital to ensure that the employee is able to demonstrate effective knowledge about key aspects of their role to the customer.
  3. Why is it important to evaluate training

It is important to evaluate training to ensure that employees have been appropriately and effectively trained. Without this important action it is possible that, despite having received training, employees may have misunderstood or misremembered key parts necessary to provide effective customer service to customers. This can result in an increase in man-hours and the costs that goes with it.

* 1. How could you assess if training has been appropriate and effective
     1. Results of user feedback surveys pertaining to the specific employee.
     2. Employee 1-to-1’s between middle-management and the employee.
     3. Training role-plays
     4. Ticket Quality control (QC) checks with a more experienced team-member or manager.
  2. Learners have many different styles of learning. Give a variety of ways to deliver future training.
     1. Coaching.
     2. Work-shadowing.
     3. Role-playing.
     4. Knowledge base.
     5. QC 1-to-1’s with experienced team-members.