https://bit.ly/2WO78VS

How To Train Your Customers
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Brandon Bruce

Linux Academy

Customer Support Manager

- OpenStack Admin
- Linux System Administrator

Brandon Bruce

Linux Academy

Dragon Trainer

- Support new adventures
- Develop safe playgrounds
- Fireman

Issue:

Issue:

Who knows?

Captain Caveman

- Always has a complaint.
  - Uses a club instead of a scalpel.
- Best handled by outlining an entire process.

Captain Caveman

"The site is slow!!!"

Issue:

Issue:

"We have always done it this way!"

Milton Waddams

- Does not stray from the “known” path.
- Characterized by phrases like “I have always done it this way” or “My internet works, it must be you”.
- You will need to offer proof that your way of thinking can work.

Painting by: Stephen Root

Milton Waddams

“It works when I go to YouTube! I don’t get why your site is so bad. I have 100mbps, so it can’t be my internet.”

Painting by: Stephen Root

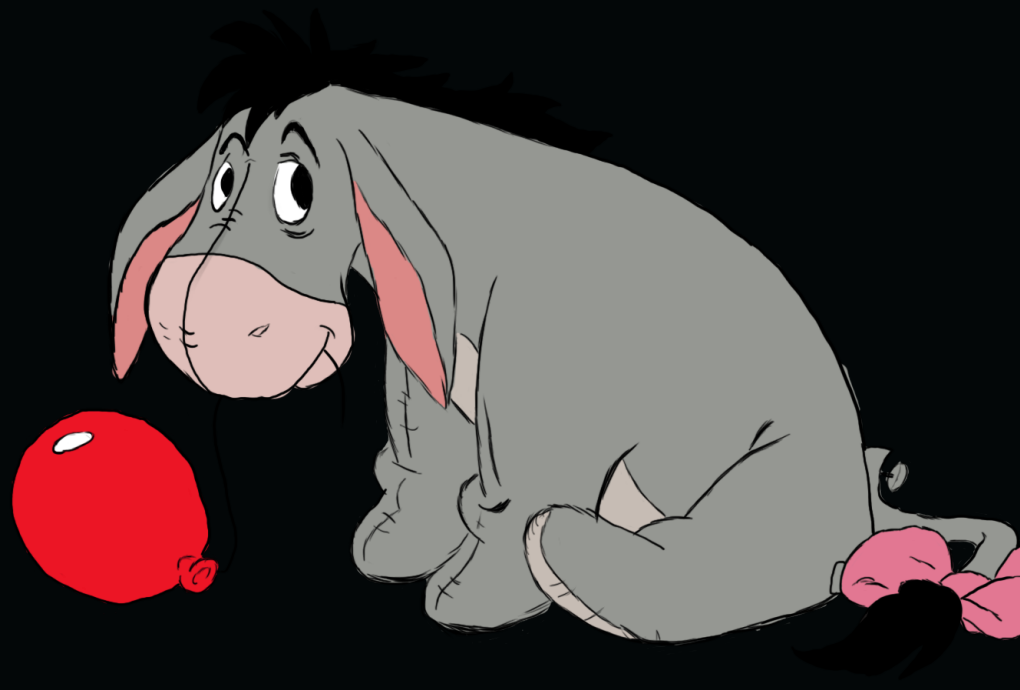
Issue:

Issue:

"Woe is me!"

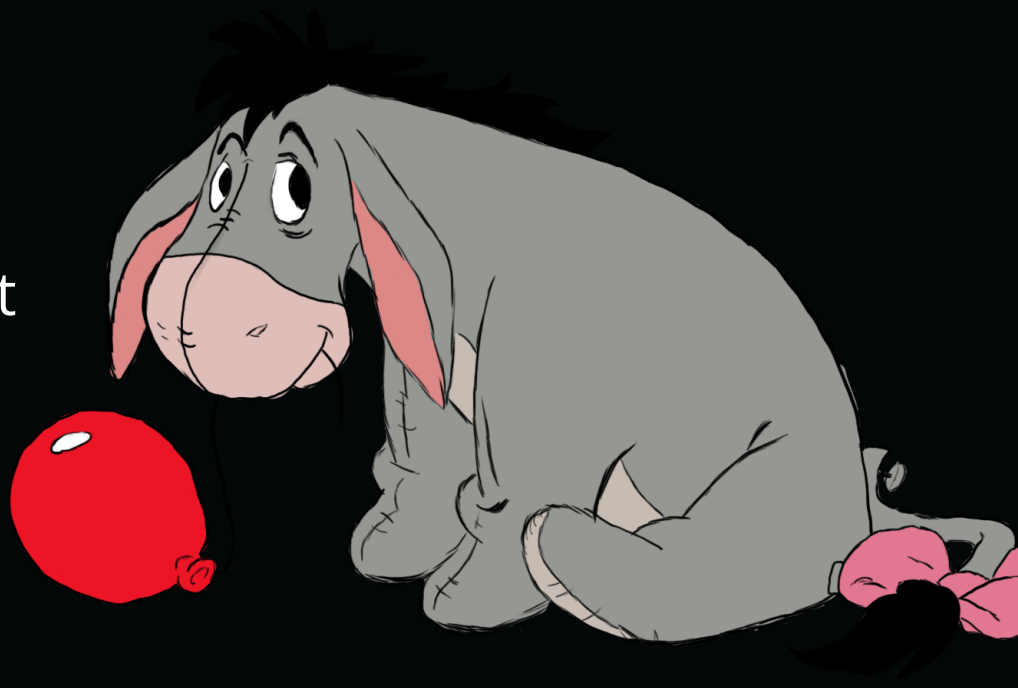
Eeyore

- Someone or something is out to get them.
- Mired in their own apathy.
- Will offer little feedback.



Eeyore

"My account is locked. I'm sorry I paid late last year, but I was sick and my dog needed to go to the vet. I knew you guys would be mad at me."



Issue:

Issue:

Karen

Karen

- Polar opposite of Eeyores.
- No hand holding or long-winded explanations.
- Fix the issue or else.

Karen

"I have not been able to use your site for over a week now! This is ridiculous! I need to speak with an actual engineer because this has gone on for too long. I will be canceling my account and telling all my friends to do the same thing!"

Karen 2.0

Karen 2.0

If you can't fix it, just give me my money back!

The 3rd Option

Issue:

Issue:

"You want me to do it!? What do I pay you for!?"

The Entitled

- Users who think you should do the work for them.
- "This is why we pay support!"

"CANCEL MY ACCOUNT!"

Issue:

Issue:

"I did EXACTLY what you said and it's still broken!"

The Teenager

- Unable to follow directions?
  - Misreading/misinterpret

The Teenager

"So, I did what you said and opened the terminal and typed in putty, but nothing happened."

Issue:

Issue:

“Witness Me!”

Witness Me!

- Need to be recognized for speaking out and appreciated for their voice.
- Seeks out high ranking employees.

Witness Me!

Warboy
@Fury_RD_1

Follow

@CompanyX @CEO_Bob Ur site doesn't werk AT ALL!!1! Why don't U hire better techs??? #broken #noonecares

Reply Retweet Favorite More

1:58 PM - 3 Jun 19 · Embed this Tweet

Witness Me!

CompanyXSupport
@dragontrainer

Follow

@Fury_RD_1 Let's take a look at it together then! I would love to help you get it fixed! #private1on1tech"

Reply Retweet Favorite More

1:58 PM - 3 Jun 19 · Embed this Tweet

Issue:

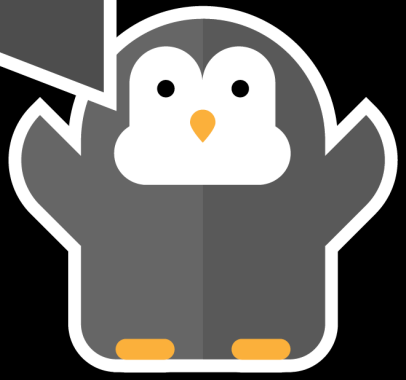
Issue:

We still have a job to do.

Support

- Become part of the real solution
  - It's ok to vent
  - It is not ok to fail to educate
- Support each other

Questions?



@netcromancer

brandon.bruce@linuxacademy.com