**IT Glossary of Class …**

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B

**Customer complaints** are pieces of negative feedback about a company's product, service, or support experience.

**Chabot Customer Support –**AI-powered bots are the best tool to automate support, stay available 24×7, and give amazing experiences to customers.

**Customer Satisfaction –**Support has a huge role to play in the way customers perceive a brand. When the support is prompt and it solves the problem immediately, it can be a great tool to boost customer satisfaction.

**Customer Engagement** – Every business strives to engage customers for a long-term association. Support is thus always a huge opportunity to provide resources or solutions to ensure success to your customer engagement strategies and build trust.

**Customer Retention** – Customers trust brands more when the support exceeds their expectations. Therefore, having a trained team with in-depth product knowledge can deliver timely solutions and help retain customers.

**Customer loyalty** – The real meaning of support is to assist customers and fish them out of the problem. Any business that works on this principle goes on to win loyalty and turn customers into brand evangelists.

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**Email Customer Support –**Many customers still find email a trustworthy and professional channel. In fact, offering customer support via mail is something that is very much in demand across industries.

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**Live Chat Customer Support –**When you want to handle several customers at a time and provide real-time support to them all, live chat remains the best option.

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**Phone Customer Support –**People still use phones to reach out to brands. And phone-based customer support is still favored the most for resolving complex customer issues.

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**Self-Service Customer Support –**Not all customers like to talk to agents. And not all would have faith in your customer support solution.

**Social Media Customer Support –**Customers love social media and they expect businesses to solve problems there themselves.

T

**Technical issuses:** unforeseen equipment problems such as hardware failures or software bugs that make it difficult or impossible to perform a desired action.

**Trouble ticketing system :** is a tool an organization uses to track the detection, reporting, and resolution of tickets from customers.

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