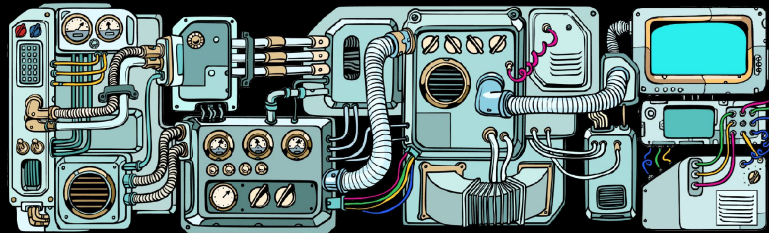# THE BLACK TUX

HELP CENTER DIAGNOSTIC

Help centers are a key part of a successful customer service strategy. Get it right and they can save the business money, while keeping customers happy!

See how yours stacks up against the best practices of the help centers we've analyzed.

YOUR RESULTS + BESPOKE POINTERS

HOW EASY IS IT FOR YOUR CUSTOMERS TO HELP THEMSELVES?

A customer might not receive his items before the big day or could have received a damaged item. **TRY:** Adding these as part of your self-service options.

Not Bad
0%   100%
62%

HOW EASY IS IT FOR CUSTOMERS TO DIGEST YOUR CONTENT?

Articles have complex sentences with multiple parts. **TRY:** Breaking up the sentences into concise parts with simpler verbiage. Avoid using unnecessary words or phrases.

Looking Good!
0%   100%
79%

HOW ALIGNED IS THE HELP CENTER TO YOUR BRAND?

Well done! The Help Center is on brand with your main site.
REMEMBER: Keep designs, tone, and layout aligned for the Help Center content, as well.

Looking Good!
0%   100%
100%

IS YOUR INFORMATION EASY TO FIND?

Good job but the homepage & categories could be adjusted. **TRY:** Adding a single FAQ instead of listing articles in the category tile. Dividing the "How it Works" category into smaller sections.

Looking Good!
0%   100%
86%

*as of 2023-04-13

USEFUL FACTS
ABOUT YOUR HELP CENTER

SELF-SERVICE ACCESSIBILITY

8 TOOLS AVAILABLE
5 MISSING

AVERAGE NUMBER OF CLICKS TO FIND AN ANSWER

2

READABILITY OF YOUR CONTENT

74%

25% of articles have less than 4 sentences

*Readability based on articles with 4 or more sentences

AVERAGE TIME TO READ AN ARTICLE

0 Mins 32 Secs

OUR INSIDER TIPS

ALLOW CUSTOMERS TO HELP THEMSELVES WITHOUT AN AGENT

Over 90% of customers want to help themselves rather than contact Support. Think about the tasks your customers want to do. Design ways to enable them to do it themselves.

CREATE CONTENT THAT IS CONCISE AND EASY TO READ BY ANYONE

Your customer has found the help center, can they understand it to help themselves? Make sure all your content is clear, to the point, and simple, so that even a 5 year old could read it.

PICK A BRAND AND STICK WITH IT

Good branding creates loyal customers. Trust can be built through your branding, showing customers what you stand for. Design and imagery should be consistent across the homepage and help center.

MAKE FINDING ANSWERS EASY

Now that it's published, can the customer find what they are looking for? The answer shouldn't be like trying to find a needle in a haystack. A customer should be able to find an answer within 3 clicks.

LOOKING TO IMPROVE?

I CAN HELP

Hope you enjoyed this presentation. I'd love to use my skills as a part of your Data & Analytics team. Looking forward to chatting about the role and my experience.

LET'S CONNECT

Here's an interactive dashboard I pulled together for you to play with... enjoy!

YOUR DASHBOARD