

# PREDICTABLE SUPPORT: PROVIDE QUICK RESPONSES

It's important that we reliably and quickly attend to our customers' support needs — streamlining our process for receiving and routing requests can do a lot to improve response times.

## KEY ISSUES:

- 1 They don't understand our roles.
- 2 The support process lacks urgency.
- 3 They have to guess what information we need.
- 4 There are too many hand-offs.

"We wouldn't need to know individuals (on the RAX team) if everyone works as a whole better."

-Andy

## OPPORTUNITY AREAS:

### Understand their priorities

Not being aligned on the urgency of an issue or ticket is a huge barrier to delivering quality support. Sometimes assumptions we make cause us to pay attention to the wrong things. The burden of communicating this is often on the customer — they have to watch tickets and call to escalate, which they find frustrating.

Many council members felt that being able to explicitly designate which parts of their infrastructure are critical would be enough to communicate urgency.

### Improve ticket routing

Council members were frustrated by the number of hand-offs that happen before a ticket gets to the right person. Customers who have been with us long enough to develop relationships with the right support people, or those that have their requests routed by the account team are able to circumvent this process but it requires extra work. Some of our customers felt that they lost time in the handover process when they were working with teams that were based outside of the UK.

### Avoid "ticket tennis"

Many customers disliked the amount of back and forth support required for clarification and to correct our mistakes. It is often difficult for them to ensure that they are giving us the information we need initially to do what they ask and prevent errors.

Some council members suggested templates to help them give us the right information so we could have the info needed to solve their problem and to get the ticket to the right department and person.

### Communicate our roles

Many of our customers don't understand the roles of their Rackspace support team members, or the kind of help they can provide. Additionally, Rackspace employees often help with things outside of their technical role. This made roles of different support employees hard for our customers to understand.

Providing a higher level view of the different types of support employees and their roles could help customers understand and better utilize the different types of support we offer.

## PREDICTABLE SUPPORT:

# DEMONSTRATE COMPETENCY

Too many of our customers feel the need to supervise, review and QA Rackspace work. Focusing on demonstrating our competency can help them feel comfortable with a more hands-off approach.

### KEY ISSUES:

- 1 Support can feel like a gamble.
- 2 We sometimes fail at simple tasks.
- 3 Network Security seems to be a weak point.
- 4 Customers have to get prescriptive.
- 5 Overall quality seems to be slipping.

“‘Bread and butter’ work should not need reviewing by a customer otherwise what are we paying for?”

-Paul

### OPPORTUNITY AREAS:

#### Help support be consistent

Customers that know our support staff by name or can go through their SDMs to route the ticket tend to have better, more consistent experiences. Those that don't might describe it as a “gamble”.

By giving employees better insight and context into our customers' environments, we can rely less on individual employees' contextual knowledge and get everyone on the same page so they can all provide the same quality of support.

#### Enable support with processes and automation

Many council members felt that they had to provide support with very prescriptive instructions to ensure that basic tasks would be executed correctly. They also feel that teams are being stretched too thin and ticket queues are growing, leading to a decline in quality.

By automating the basic tasks like patching and other small requests, we could free up our support staff to solve bigger, more complex issues for our customers. At the same time this would lessen frustration with response times and mistakes that result from human error. We should also make sure we share any processes or automation we currently use with customers to build more confidence.

#### Improve Network Security relations

While most customers want to outsource the management of their networking infrastructure to Rackspace, many are disappointed with the way their issues are handled by the Network Security team. One of our council members was even involving additional resources to cover Network Security's workload.

## PREDICTABLE SUPPORT:

# GUARANTEE FOLLOW THROUGH

Many council members describe Rackspace support as easy to get a hold of, professional, happy to help and willing to investigate when there is a problem. However, some feel that it's their job to ensure that tickets aren't dropped.

### KEY ISSUES:

- 1 It's their job to watch tickets and escalate.
- 2 They have to QE our work.

"I don't want to take the job to escalate. Why am I supervising the Rackspace team?"

-Bernard

"Is that really our work?"

-Michael

### OPPORTUNITY AREAS:

#### Give regular detailed updates

Customers requested regular and reliable progress updates, visibility into who the ticket was assigned to, as well as ETAs on tickets so they could feel confident that we are following through.

#### Ensure proper completion

Council members report having to make sure that requests they put into support were completed correctly after we said they were done.

We should make sure someone is responsible for ensuring that requests are executed quickly and double check that things are done properly before we mark issues as solved. This would help customers trust our ability to execute.

#### Prevent lost tickets

Some customers noticed tickets that bounce around a lot have a higher chance of falling through the cracks. Our hands-on customers currently watch for "dead tickets" and escalate them with a phone call but wish that tickets would automatically be escalated.