What is Customer Service?

**ADAPTABLE**

“*a solution that could be as* ***elastic*** *as the org*” - Customer services solutions need to be ultra-flexible to adapt to the organization that they are serving.

Ticket Management – Omni-channel

**SCALABLE**

“*Ratnatunga’s team fields about* ***25,000 tickets each month****, and Hirsch has developed a host of innovative custom apps to make their jobs easier*” - CS solutions need to work at an enormous scale.

**TRANSPARENT**

“*Rap Box allows agents to* ***see critical information*** *like a user’s membership type, subscription renewal date, and the number of videos on their account.*” - Agents need X-ray vision in the customer’s context.

**FAST**

“*live streaming meant that users would need* ***real-time*** *help*” - Real-time help is in play, and chat (and consolidation of phone services) is one response to that.

Chat – Phone (Talk)

**LAYERED**

“*a unique pin number to every Livestream Enterprise customer, which they need to* ***access the gated phone support line***” - Some support is more equal than others.

**MEASURABLE**

“*Vimeo measures what it calls SSAT—which stands for specialist satisfaction*” **-** Organizations need a feedback mechanism to assess the effectiveness of their customer services platform.