From this list, rank your 5 most favorite and 5 least favorite support tasks. Provide a brief explanation for each.

Favorites

Manage a support team - Managing a support team is my forte. My uber goal is to reduce the operational pain and drive positive impacts by creating an inclusive and mutually respecting team environment. My style of working is ownership style and it helps me manage teams efficiently and effectively.

Find and recruit teammates for the support team - For a team to be successful, it is critical to have the best people in your team. With that in mind, I would invest my time to find and recruit quality talents.

Help train and onboard new support teammates - Once I have the team in place, I will work towards creating efficient onboarding process. This will help in having team members ready to face the challenges in a short duration of time. An efficient onboarding process is must to provide new employees a sense of inclusion and participation with team.

Work with the product team to develop a new feature based on feedback from customers - Continuous service improvement is best achieved when we follow a working backward culture. Customer issues and problems should be the starting point of innovation and functionality build with this thought in mind can help deliver positive customer impact.

Write and maintain support articles and docs pages – This is an important aspect of delivering superior customer experience as new/updated docs can reduce multiple customers impacting SLA’s like MTTR, First response etc.

5 least favorites

Respond to queries on Twitter, Reddit, Hacker News and other 3rd party sites: Responses to over various social media queries can be time consuming and ineffective due to waiting time, language barriers, geographic location, demography. Rather I would like to invest in Bots as a first line of response so that engineers can spend time in handling complex and critical issues.

Help resolve billing issues for customers: Financial nuances can be better understood my finance and billing teams and I would provide such customers with proper channel to voice out their issues.

Engage multiple users at once in a public discussion, to answer their questions and troubleshoot problems – This would be an inefficient approach and can lack customer centricity. Customers need to feel prioritized and hence I would rather work in 1:1 session with customers. In a public domain, customer wouldn’t feel comfortable sharing their environment as it can open up their business insights. I have been part of Customer meet ups where “Meet & Greet” with customers have helped in building strong relationship and such kind of events are always welcome.

Work with people to figure out if Vercel is suitable for their use case: I would believe that, this can be achieved by creating a superior customer experience. This will help in better CSAT and NPS which will further help the business to grow.

Run ticket review sessions to make sure tone is consistent: I would want the team to work in a level playing field and run ticket sessions as an when ticket backlog increases to a certain extent. As part of daily standup which I would do with my team, this would be covered and teams can choose a day/time for ticket bash.

2. What do you want to learn or do more of at work?

By area of interest at work is to find ways to reduce the operational pain. Hence, I would like to find how the flagship product is used by the customer base and get a sense of the complete life cycle of the product. By investing in understating the product/software, I can chalk out areas of improvement. I would like to upskill myself about the product and leadership principles which are fundamental for the success of the team.

3. Describe how you solved a challenge or technical issue that you faced in a previous role

(preferably in a previous support role). How did you determine that your solution was

successful? – During my time at Amazon, I found that the customer base that we support is mostly unaware of the ticket assignment groups. Our ticket backlog was increasing as there were tickets that were wrong routed or have been opened for incorrect groups. To tackle the situation, I worked with one of my senior team members in identifying a solution that was used by few teams at Amazon. This solution helps to create ticket workflow by opening up user side pop with radio buttons that helps in landing the ticket to the right group. This was very successful, as we saw overall reduction of tickets, improved the MTTR and helped our teams to focus on real tickets.

4 When would you choose to use Edge Functions, Serverless Functions, or Edge

Middleware with Vercel?

Edge function: to improve the performance of code, we will use execute code at the edge of the network

Serverless function: when we need to execute code in response to a specific HTTP request or events. Since Serverless functions run in the cloud, it can scale automatically as needed

Edge Middleware: When we would want to intercept and modify HTTP requests at the edge by enabling request such as security check, routing etc

5. Imagine a customer writes in requesting help with a build issue on a framework or

technology that you've not seen before. How would you begin troubleshooting this and

what questions would you ask the customer to understand the situation better?

Step 1: - acknowledge the customers query and share an ETA of next update.

Step 2: Search the knowledge base to find if a similar issue has been reported, just to eliminate duplication of effort

Step 3: Ask for build logs from the customer and perform a deep dive analysis. Logs can point to the underlying error.

Step 4: Also ask customers if the issue is only faced by the customer or other team members are facing the same. Assuming it’s a user specific issue, look at the user’s configuration and check for any abnormality

Step 5: Try to execute the build in your test machine and check if the issue is happening in your test box.

Step 6: Broadcast the issue with your peer and ask for direction as brainstorming can help in expediting the resolution

6. The customer from question 5 replies to your response with the below:

“I’m so frustrated. I’ve been trying to make this work for hours and I just can’t figure it

out. It must be a platform issue so just fix it for me instead of asking me questions.”

Please write a follow-up reply to the customer.

* Thank you for reaching out and I can complete empathize with you, be sure that we are on top of this issue and we shall reach out with a response XX:XX hours.
* We did our side of troubleshooting and have not been able to relate the issue with platform, hence we are seeking your assistance to figure out the issue.
* As much as want to keep the troubleshooting isolated to our support team, it is imperative that we reach you for questions. As this is an evolving issue, asking you question is critical to issue resolution
* If you would prefer a call with our support engineers while we troubleshoot this issue, we can assure that the issue will progress towards resolution at a faster rate.
* In meantime, we would request your kind cooperation and help to resolve the issue

7. A customer writes in to the Helpdesk asking "How do I do a redirect from the /blog

path to https://example.com?" Please write a reply to the customer. Feel free to add any

information about your decision-making process after the reply.

* If you're using an Apache web server, you can create or modify the .htaccess file in the root directory of your website and add the following rule:

RewriteEngine On

RewriteRule ^blog/?$ <https://example.com> [R=301,L]

This rule will redirect any requests to /blog (with or without a trailing slash) to https://example.com with a permanent (301) redirect.

The proposed solution is for customers who have Apache web server installed

8. A customer is creating a site and would like their project not to be indexed by search

engines. Please write a reply to the customer. Feel free to add any information about

your decision-making process after the reply.

Dear Customer,

To ensure that your website remains inaccessible to search engine, we can implement several measures to prevent indexing.

Robots.txt File: We'll create and configure a "robots.txt" file for your website, which instructs search engine crawlers not to index any pages or content on your site.

Meta Tags: We'll include "noindex" meta tags within the HTML code of your web pages. These tags communicate to search engines that the page should not be indexed.

Password Protection: If desired, we can add password protection to your website to restrict access to authorized users only.

This decision was purely based on customer request and provide a frustration free experience.

9. What do you think is one of the most common problems which customers ask Vercel for

help with? How would you help customers to overcome common problems, short-term

and long-term?

* Some of the common problems reported by customer will be around configuration
* Builds
* Indexing
* Billing

Common problems should be part of KEDB (Know Error data base) and should be accessible to the customers. Troubleshooting steps should be clear and easy to follow. For very frequent issue, video tutorials will be very helpful

Shor term problems: I would help towards customer onboarding as most of the times short term issues can be seen when customers are new to the platform. If a short-term problem can be resolved with minimal efforts, I would advise the support engineers to educate the customers what to expect and how to resolve the issues.

Long term problems: Long term problems need to be fixed through a process of Correction of errors. We can deep dive by invoking problem management process like “5 Why’s” to pin the issue. Long term problems should be dealt like a project to improve customer experience and should be part of operational excellence goals. Long term problems that are depending on 3rd party software should be informed to the customers proactively ideally during research phase.

10. How could we improve or alter this familiarization exercise?

I would have asked more about real time work experience that worked well, didn’t worked well and life learnings.