



Customer support for any company can be very busy and stressful. Account managers (or customer support representatives) are constantly answering phone calls and e-mails while checking chat-logs in the process.

Depending on the size of the company, there may be even more tasks for individuals that work in this department. One of the biggest challenges that these departments face isn't the sheer volume of requests that they receive, but the types of questions that they have to answer.

Some of the questions are so simple that they can be answered in a matter of minutes, but they end up backing up others that have more pressing needs. Understanding what customers need and how to give them the proper support will not only keep customers happy with the company, but also lessen the load that is on the customer service department itself.

Educate Users

The main reason people want to speak to customer support is because they don't have access to the necessary knowledge to take care of the issue themselves. Whether it's a complex situation or an easy one that takes a few seconds, not having the necessary resources can be frustrating.

It's important to educate users and customers so that they feel like they have mastered their product and don't need to ask for help every time they face a new challenge.

Provide Self Service Options

Most of the people that contact a customer service center actually want to handle the situation themselves. Everyone has a set schedule that they must adhere to, and the question that they have can typically be answered or resolved very quickly.

By providing multiple online self-service options, these customers never have to speak with a representative, saving both parties time. One of the easiest ways to provide self-service is by having a frequently asked questions (FAQs) section as well as a forum in place. The FAQ section can handle the biggest problems that people tend to have with a product or service while the forums give users a way to communicate with others and help each other with problems. Many issues can be resolved just by having these two options available.

Other companies provide users with videos and guides so that there is a visual and step by step solution to a problem. There are some drawbacks to this approach, though, since videos cannot always be played everywhere and they have to be paused frequently in order to be followed as instructed.

Regardless of these issues, there are plenty of customers that will get some guidance out of the videos and they are relatively easy to make.

Create a Personalize Experience

Some people want to have a more personal touch, and there is a way to address that without using resources. The key is to create a personalized experience, even if there isn't anyone else on the other end.

Customers want to have the friendly service and guidance that will find a quick resolution to a problem, and that's where online guidance software comes into the picture. Online guidance

platforms like **WalkMe**, which combines direct assistance functionality with an engagement platform.

WalkMe gives users step-by step guidance that not only provides a personal touch, but also higher success rates in task completion. It's a simple and cost-effective solution that frees up customer service representatives while ensuring that customers get the resolution that they need.

Online guidance has been around for a few years, and the implementation of it has helped companies around the world grow.

Customer care can be a very touchy subject, but giving the customers the ability to address the problem without making them feel like they are slowing things down gives them a sense of accomplishment.

Addressing the primary concerns of both the customer service department as well as the customers themselves ensures that everyone's voice is heard and that the company is appreciated. Regardless of the business, digital guidance tools can be used to change the customer service landscape and help shape customer learning.

**Discover How WalkMe Takes Your Support Department to the
Next Level of Success**

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