

SUPPORT METRIC OF THE MONTH

SERVICE/SUPPORT SATISFACTION RATING			
Definition	Customer perception of post-sale support based on a 5-point scale.		
Significance	<ul style="list-style-type: none"> Extremely (5) and very (4) satisfied customers more likely to remain loyal. Reciprocal contribution to support staff satisfaction and retention. Dissatisfied customers vulnerable to 3rd party support services competitors. 		
Composite Benchmark 3.9 (out of 5)*	Product Complexity	Industry	Company Size
	4.0 High	4.0 Enterprise Software	3.9 < \$1 Billion
	3.9 Moderate		3.9 > \$1 Billion
	3.8 Standard	3.8 Enterprise Hardware 3.7 Consumer	
Best Practices	<ul style="list-style-type: none"> Superior products that are easy to keep in service. Total quality focus on entire service/support continuum. Employee-level standards for outsourced and offshore suppliers. Metrics and rewards system that supports customer SAT achievement. Relationship management skills training that equips reps to: <ul style="list-style-type: none"> make sure customers feel valued and at ease defuse negative emotions get to the heart of the issue inspire confidence in the solution ensure no problems remain unaddressed 		
Potential Pitfalls	<ul style="list-style-type: none"> Complacency with “gentleman’s 4” rating. Research shows only “extremely satisfied” customers (4.5+) are secure from competitor inroads. Rating may be suspect if it has not been gathered by a neutral party. 		

* Highlights from the SSPA member benchmarking study, the most robust data set in the industry.

About the SSPA Support Staff Excellence Program

The Support Staff Excellence Program reinforces product knowledge and technical acumen with the relationship management skills that service and support representatives require to ensure total customer satisfaction.

Certification-driven, and developed in partnership with support staff best practices authority, Impact Learning Systems, the program delivers an industry-recognized standard of performance that may be merchandized to both internal and external audiences.