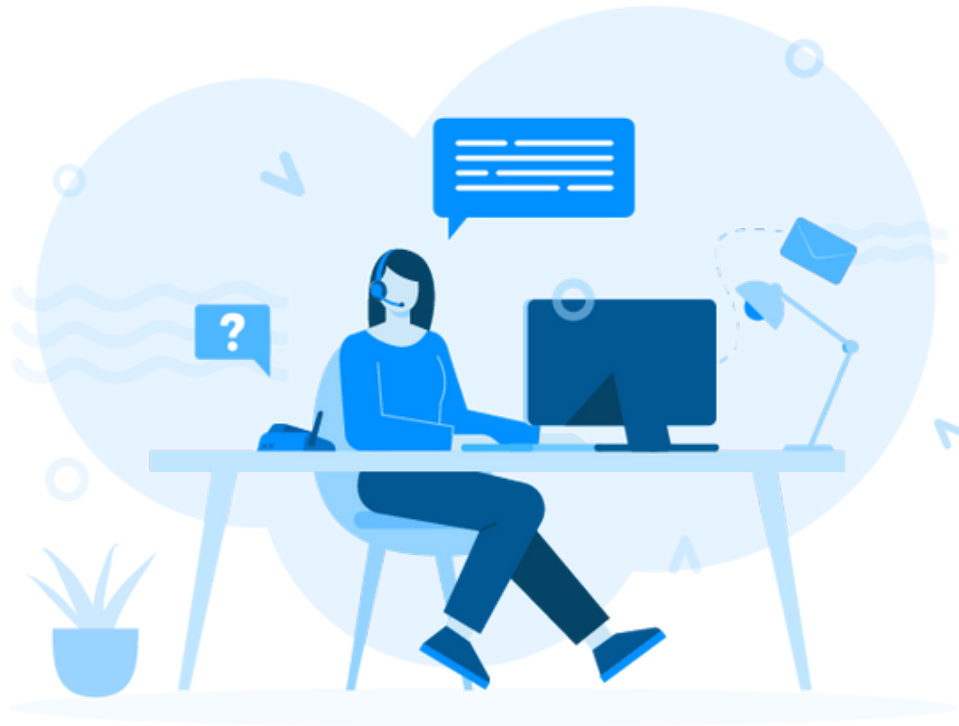




WHITEPAPER

Accelerate the shift to remote tech support with the help of an omnichannel solution



What is remote support?

Remote support in customer service involves providing support and assistance in a remote work environment, typically outside of the office or call center. Since the COVID-19 pandemic, customer support centers across the globe have had to adapt to a new environment while learning how to tackle the challenges of providing consistent, excellent customer support despite the physical barriers that working remotely have put on agents and customers.

More than ever before, customers are relying on their smartphones, connected home devices and apps to stay connected, informed and entertained throughout the COVID-19 pandemic. Studies have shown that the amount of permanently remote employees is anticipated to double in 2021.⁽¹⁾ Based on these productivity trends, companies can anticipate working to improve their customer engagement and satisfaction efforts while supporting their remote employees to provide unmatched remote support experiences.

Challenges of remote support



Increased technology issues

As customers and agents continue to work from home, there has been a significant increase in the likelihood of technical issues to arise. For many businesses, this means higher service requests and longer wait times for consumers. Support agents and companies are left struggling to keep up with the increase in technical issues and questions from customers.



Lack of in-person assistance

In a remote work environment, support agents also don't have access to the devices or apps they need to support their customers' needs. This means not having access to their customers' devices, whether that is in the call center or in the homes of customers to solve their device issues. Devices may include smartphones and tablets or connected home devices such as routers, set top boxes and more. Field agents are accustomed to being hands-on with their customers. In this remote environment, it's critical that customer service teams have the support tools needed to replicate the hands-on experience.



Inaccurate and non-secure information

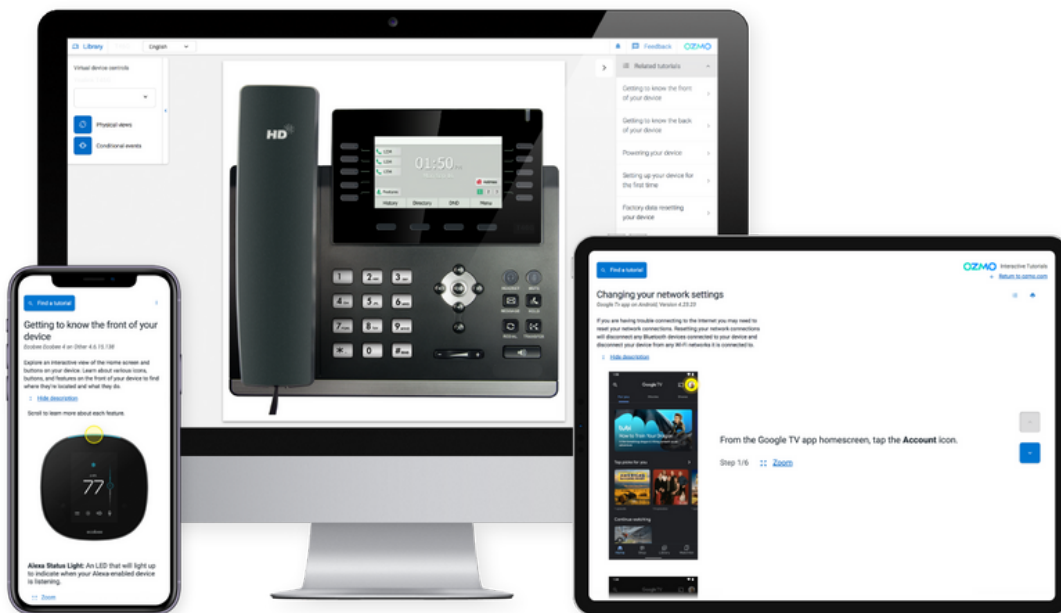
When agents don't have the answers to customers' specific technology questions, they end up relying on unverified answers found from search engines and online forums to assist them in their customer interactions, leaving them scrambling for answers that are oftentimes inaccurate. When customers are provided misinformation from their provider's support center, companies are at risk for dramatic decreases in brand loyalty. Recent studies have shown that 15% of customers agree that the reason they end up withdrawing from a brand is due to repeated customer service issues.⁽²⁾

This also puts support agents at risk from a security perspective, opening up potential vulnerabilities from accessing non-trusted sources. In addition, agents have no way of preventing any negative impacts from unverified answers that are provided to the end customer. Without a secure internal support platform, companies can face increased security risks without proper agent education. This ultimately harms your support agents, leaving them with potentially compromised resources that inhibits their ability to support each unique customer interaction.



Who does this affect? Relying on remote tools for solving technology issues can result in challenges for everyone involved in the service process, including the customers requesting help and the agents supporting them.

An omnichannel customer experience



What is omnichannel support?

Omnichannel support in customer service means providing **accurate and consistent answers to your customers across all channels**. The goal of **omnichannel support** is to serve customers' needs seamlessly while tailoring their experience to their preferred channels. For example, if a customer calls into a contact center but seems to be best suited for self-guided support, an agent can direct the customer to in-app help tutorials, bridging the gap between assisted and self support. When agents have the ability to meet customers' needs through a variety of channels at any point in their customer support interactions, they are more likely to have positive customer experiences overall.

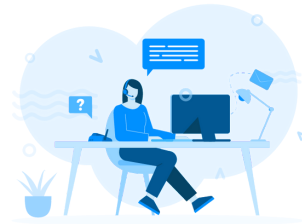
No matter where your customers turn to for answers, whether it's calling into the contact center, seeking self support on your website or receiving proactive support during initial onboarding, an omnichannel platform includes **consistent and accurate answers that are always up-to-date**.

In a remote support environment, having an omnichannel support platform to guide all users -- including support agents -- is imperative to providing consistent, exceptional service while keeping up with the pace of change as new devices and apps are introduced or software versions are released.



Over 80% of customers attempt to answer their questions and solve their issues on their own before reaching out to a customer service representative.

What is included in an omnichannel support platform?



Assisted support

Supporting agents while remote is critical to providing end customers with the answers they need to solve their technology issues. An omnichannel support platform that offers assisted support provides tools and resources to serve customers' needs while **empowering support agents** in almost any customer interaction. When **agents have the ability to see and explore what the customer is seeing** without needing a physical device in hand, working from inside the call center or entering a customer's home is not needed to serve end users effectively. A successful assisted support platform should feature scalable, digital versions of devices and apps that allow for freeform troubleshooting, allowing agents to resolve the most complex issues.



Self-serve

Self serve options have now become a necessity for customers to quickly and efficiently solve issues on their own. Research indicates that **over 80% of customers attempt to answer their questions and solve their issues on their own before reaching out to a customer service representative.**⁽³⁾

Some support centers may only offer instructional documents or knowledge base articles in an attempt to offer self-serve solutions; however, these lengthy, text-based guides are not optimized for proper technical support and education. They can also be difficult, if not impossible, to keep up to date as new software updates and offerings become available.

Omnichannel support platforms that offer easily **accessible self-serve** resources such as guided tutorials, videos and troubleshooting flows to solve device or application issues are more effective at answering customer issues. Self serve tools have the power to drastically increase **call deflection rates** for your contact center, which can help save valuable resources, including your agents' time and company spending.



Service adoption

Service adoption through an omnichannel support platform allows for a **guided onboarding experience through various channels**, including email, messaging, web, in-app and more, while reducing the need for in-person assistance and call center wait times. **Thorough onboarding** allows customers and agents to become easily accustomed to their devices without having to navigate their answers through a mix of channels or support teams. By proactively reaching customers at the moment of initial setup with easy-to-follow support resources, companies can eliminate the influx of assisted support interactions and provide a frictionless onboarding experience for customers. This is a critical moment in the customer journey for driving strong adoption of your services.

Omnichannel customer experience

Confident agents = positive CX

Making device and app support easily accessible for your entire agent workforce means that agents can successfully support customers through some of the most vital actions like properly setting up their home devices or managing their accounts. Agents are also able to solve issues quicker and more efficiently, saving them time and their companies money. Additional benefits include higher customer satisfaction (NPS) and improved first call resolution, which reduces the number of customers calling back. Research shows that 29% of customers revealed that they are loyal to their device manufacturer because they had one or more positive customer service interactions.⁽⁴⁾

Self serve empowers customers

Providing self-serve options allows customers to answer their own initial questions without spending time on hold,

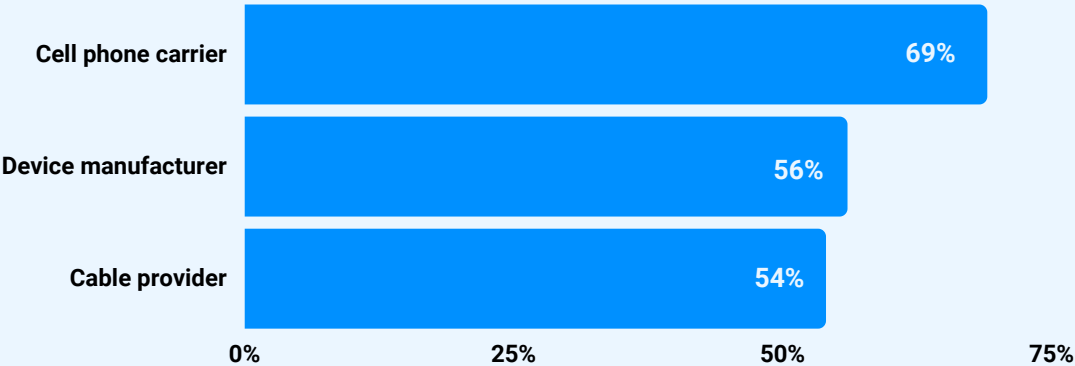
boosting self confidence and customer satisfaction rates. Self-serve options also drive digital adoption, making customers more likely to visit a company’s website and mobile or connected home apps for their answers. When companies offer self serve options, they can also expect increased retention rates as customers won’t have to call into contact centers each time to solve their device or app issues.

Service adoption drives brand loyalty

Efficient and easy onboarding for end-users increases customer retention and brand loyalty for companies who choose to utilize an omnichannel support platform. Studies have shown that when it comes to brand loyalty, 69% of customers remained loyal to their cellular carrier, 56% to their cell phone manufacturers and over 54% of respondents were loyal to their cable provider.⁽⁵⁾

> Brand loyalty by industry

The industries where customers are most and least likely to be brand loyal.



Source

The right omnichannel solution for you: **Why Ozmo?**



All-in-one solution

Ozmo's support platform offers all of the tools and more that an omnichannel support platform can offer. In its single source platform, Ozmo offers complete agent assistance, self support and service adoption solutions to solve customers technology needs successfully at any time in any channel.



Unmatched satisfaction

Ozmo's founding purpose is to answer every tech support question without human intervention. Through our comprehensive, interactive and personalized experiences, Ozmo supports over 25 million customer service interactions each year. Our platform helps save our customers tens of millions of dollars in annual expenses.



No devices, no problem

When support teams have digital representations of devices and apps, agents are able to navigate through interactions easily without the need for physical devices. Ozmo's library includes thousands of virtual apps and devices across a variety of sectors ranging from routers and modems to tablets to VoIP phones. These devices cover a range from a multitude of industries including mobile operators, broadband providers and more.



Always up-to-date

Keeping up with the pace of change during this time is necessary to efficiently and effectively guide customers through their support interactions. Ozmo's support tools are consistently updated to emulate the newest software and hardware updates on every device or app available in its library.



The future of remote support is now

Determining the right tech support solution for your company is critical to success. The competition is already adapting to the new normal; don't get left behind. Your customers won't wait, and neither should you. To learn more about Ozmo's omnichannel support platform, visit our website at ozmo.com or [contact us here](#).

➤ You can also [request a live demo with Ozmo today](#).