4 reasons to focus on self-service
In recent years, customers have begun to discover the convenience of self-service support. Today, in the midst of the coronavirus pandemic, people and industries are scrambling to adjust to an avalanche of new issues. And support teams now working from home are struggling to keep up. In this uncharted business environment, the need for consistent, accurate and data-driven support content has become even more critical to maintaining a high level of customer service.

**These tips will show you how to execute a winning self-service strategy while helping you navigate successfully in this new global reality.**

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**Content is still king, especially in customer support**

A well-written, SEO-friendly knowledge base can reduce headcount and significantly increase your support team’s cost efficiency. The reason can be summarized in two words: ticket deflection.

**Knowledge base for the easy stuff, agents for the complicated tickets**

No matter how helpful and friendly your agents are, most customers would rather find answers on their own—especially for the simple stuff. Your help center can become a tool for deflecting the easy tickets away from your agents. If your knowledge base is doing its job, your agents can then focus on more complicated issues. This creates a streamlining affect and a win-win for both agent and customer.

**Using content automation as a game-changer for self-service**

Here’s how it should work: A customer with an issue goes to your website for answers. They don’t find what they’re looking for and open a ticket. The ticket is automatically assigned to a specific agent group. Within seconds, they get a personalized response with the correct answer. The ticket assignment and response are based on pre-defined triggers such as searched keywords, time stamps and ticket labels. Automating in this way offers customers a better support experience and reduces operational costs.
Successful self-service reduces the burden on your agents

When you analyze your self-service funnel, you will see what customers are searching for, viewing and selecting. This will help you better understand how to improve your help center at various stages of the customer journey. Any improvements to your help center will alleviate your agents’ workload.

Take it a step further

Drill down in your self-service metrics, e.g., your self-service success score. This is the number of customers who use the help center vs. opening a support ticket.

Here’s how you calculate it:

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\text{Self-Service Success Score} = \frac{\text{Customers who attempt to use your knowledge base}}{\text{Customers who contact support for help}}
\]

The self-service success score industry benchmark ranges from 1:30 to 1:40. Your goal is to increase this ratio over time by continually improving and optimizing your knowledge base. As we mentioned above, optimizing your knowledge base allows your agents to deal with fewer tickets, mostly the more complicated ones, while delivering better customer experience.
Customers expect the right answers, and fast

82% of customers use self-service as a support channel. If your business can’t offer it, your competitors will.

Your customers expect to find accurate answers in your help center in short order. Meeting these expectations will reduce tickets and drive your success. To optimize your help center consistently over time, you can extract relevant data from your dashboard.

Using data to boost the accuracy and efficiency of self-service searches

Let’s say you’re looking at a specific search and you assume that most people select the first option. But your dashboard tells you it’s actually the third option. This is when data can turn into action like making important improvements or updates to an article’s title or text. Then go a step further and remove less popular content from the knowledge base.

Keeping your knowledge base relevant and targeted

You can also analyze the most common questions customers search for and which articles they open. Let’s say, for example, a majority of your customers are asking payment-related questions. With this insight, you can improve existing articles about payments and add new articles if necessary. Over time, your knowledge base will become more streamlined and targeted to the answers your customers search for the most.

Delivering contextual answers wherever your customers happen to be

Another great tool for answering customers’ questions quickly and precisely is a help widget. You can add help widgets in specific areas of your product or website to give users easy access to detailed explanations of steps or tasks. Help widgets guide customers to a satisfying conclusion, a result that helps boost customer retention and brand loyalty, both of which are strong indicators of a thriving business.
You can help product teams uncover top issues

Support agents have the advantage of seeing first hand the problems customers encounter with a company’s products or service. They are on the front lines helping customers deal with product pitfalls or problematic flows. Product teams, however, work behind the scenes and are not always connected with how customers are actually experiencing a product.

To address common issues and keep products moving forward, product teams need to know what customers are struggling with and complaining about. By combining your knowledge base with ticketing, you can provide Product with access to valuable data on top issues. Key decision makers across the company can then make informed decisions about product development and improvements.

“If we don’t have relevant content in our internal and external knowledge bases, we see a clear decrease in agent performance, response quality and customer satisfaction.”

Alon Mor, VP Customer Solutions at Wix.com.

Talk to us.
Tell us about your self-service solution and current challenges.
Let’s chat