

SUPPORT METRIC OF THE MONTH

SUPPORT SPECIALIST ALLOCATION			
Definition	Population of tier-two and tier-three reps compared to first responders.		
Significance	<ul style="list-style-type: none"> • Specialist-heavy mix typical in complex, high tech product settings. • However may also suggest first responders aren't adequately trained. • Unnecessary escalations harm case continuity and customer rapport. • Tier-two and tier-three support resources more costly to support. 		
Composite Benchmark 49.0% (includes entire specialist force)	Product Complexity	Industry	Company Size
	59.0 High		52.0 < \$1 Billion
	49.0 Moderate	51.0 Enterprise Software	
		45.0 Enterprise Hardware	39.0 > \$1 Billion
	29.0 Standard	25.0 Consumer	
Best Practices	<ul style="list-style-type: none"> • Tier one reps made capable of resolving most support incidents. • Reward system encourages resolution of cases with minimal escalation. • Upon escalation, particulars are seamlessly forwarded so no information need be repeated. • Relationship management skills training helps first-tier reps handle even challenging incidents by: <ul style="list-style-type: none"> - putting customers at ease - defusing negative emotions - getting to the heart of the issue - playing a leadership role in problem solving - inspiring confidence in the solution 		
Potential Pitfalls	<ul style="list-style-type: none"> • Easy to underestimate capabilities of first tier reps to address demanding issues. • Overemphasis on limiting escalations can put reps over their heads and jeopardize customer relations. 		

* 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.