

9 Additional Tips to Provide Excellent SaaS Customer Support

*This is an extra resource to go along with the original article:
[A SaaS Guide to Providing Top-Notch Customer Support](#)*

1. Assign a Channel to Each Team Member

Instead of asking your customer support team members to check multiple channels throughout the day, assign each one a channel. This reduces confusion and creates a sense of responsibility and ownership in the team.

2. Assess Your Team

Learn the individual strengths and weaknesses of your team members so that you can assign tasks (and channels) accordingly.

3. Connect Customers to the Right Department

Ask questions during your initial interaction with your customer that will allow you or your automated system to route the customer to the correct department.

4. Keep Centralized Notes for Every Customer

Minimize the number of times that a customer has to repeat their issue. Also, keep a detailed record of each customer interaction for future engagement.

5. Enable Self-Service

Give customers the power to scout out their own answers. Create a knowledge base, an FAQ page, and enable search on your blog for customers who need immediate answers.

6. Be Proactive With Your Support

Don't just wait for them to come to you. Look for opportunities to support your customers as they use your product. Also, reach out to customers if you're expecting or experiencing downtime.

7. Use Feedback to Improve Your Product

Constantly improve your product. At the end of each service or support call, invite the customer to participate in a short survey. Use these answers to identify your strengths and weaknesses.

8. Ensure That Support Is Evenly Distributed

If you have multiple support agents, make sure that they're getting an equal workload. This will reduce hold times and resentment between team players.

9. Invest in the Happiness of Your Support Team

The goal is to keep your support team around as long as possible. A revolving door of support staff means that you'll spend more of your time training team members than providing great support. Encourage feedback, listen to your team members, reward loyalty, and offer competitive salaries.