



*SCInc. Professional Development
Seminars*

**Tier 1 Support
Specialist Training**

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Introduction

How to Use the Workbook and Video

Tips for Using the Workbook

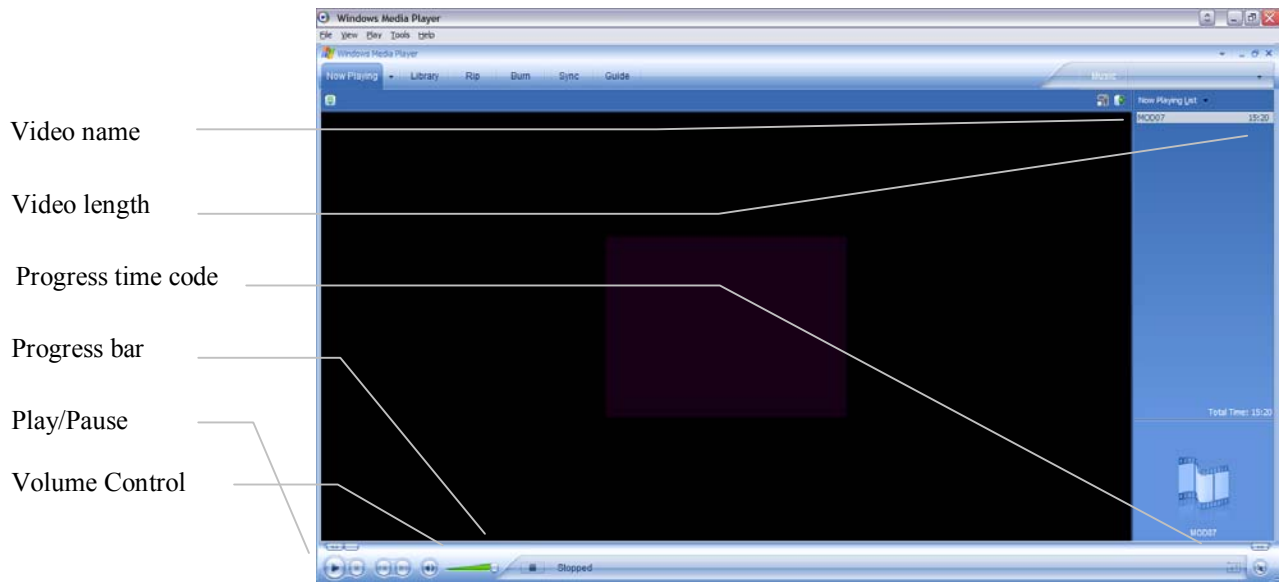
This workbook is intended to be instructor led; that is, it contains relevant information to the class, but is skeletal in its form. Much information is added by the instructor as the seminar progresses. There are also places in the seminar to pause and complete exercises in the workbook. This will provide you as the participant a chance to get “hands on” experience with the concepts taught. Both the video modules and the workbook will indicate when to pause.

As with any seminar, you'll need to follow along actively in the workbook. Most of the bullet points in the workbook are mirrored in the video as well. Each module contains several slides with bullet points, and these slides act as **visual clues** to let you know where you should be in the workbook so that you can follow along.

Keep in mind that because of the length of the live event the video necessarily had to be edited to eliminate extraneous information. Some modules may seem “choppy” since they piece together excerpts, each of which may be only a few seconds in length. When that occurs, be assured that you have not missed anything. The excerpts are strung together in such a way as to keep continuity with the train of thought. Simply follow along as though you were watching a live event.

Tips for Using the Video

The video uses Windows Media Player. If you don't have the latest version, you'll want to download it from Microsoft's web site. While viewing a video module, you'll notice that the Media Player provides important information regarding which module you are viewing, the total length of time for the video, and how long you have been viewing it. Notice the screen capture below:



Windows Media Player, Ver. 10

You can use these features effectively if you are viewing the video and need to stop periodically and return to it later. The features highlighted above do the following:

- **Video Name**: this lets you know which video module you are viewing (Mod01; Mod22, etc.). If you have to stop the video and resume later, take note of the modules you are on.
- **Video Length**: this lets you know how much time you'll need to view the entire module.
- **Progress Time Code**: this indicates where you are *time wise* in the video. When compared with the **Video Length**, this allows you to assess how much time you have left with the current video module.
- **Progress Bar**: this shows you in a graphical way how far you have made it through the current video module. You can manually slide this left or right to backup or move forward (respectively) in the video. If you are taken away from the video temporarily, and you want to return to where you left off, take note of the **Progress Time Code**. When you return, just slide the **Progress Bar** to that point in the time code and click the **Play** button.
- **Play/Pause**: this button starts the video, or pauses it when it is playing.
- **Volume Control**: this allows you to adjust the volume of the video.

Section 1: Essential Communication Skills

Chapter 1

Introduction to the Support Industry

Begin Video Module 1

What is a Help Desk Analyst?

There are many names for someone who does support; Support Specialist and Help Desk Analyst are just two of the more popular ones. And there are many definitions for a Help Desk analyst—including “first line of defense,” computer techie,” someone who solves problems, etc.—but all of these definitions boil down to a person who represents the organization (whether IT department or the entire company) on the front lines, and who is responsible for both customer care and technical solutions.

The Older Support Model

The first help desks were called “technical support.” These desks were usually occupied by only the most technically astute personnel, sometimes even the code writers themselves. These were usually the kind of people who got along quite well, so long as you did not bother them! Lock them in a room by themselves and they were fine. The problem came when they had to answer a customer call. Needless to say, these were not the best customer service representatives! Add to that the work environment itself. Usually the help desk of that day was consigned to basement, storage area or computer room—not the most conducive setting for giving customer service! Also, there were no call-tracking or problem-management systems—problems were tracked by pen and paper—if they were tracked at all!

The New Help Desk Model

Along with the change in name came a change in personnel, role and goal. The Support specialist of today requires a different skill set than support specialists possessed under the older model. Qualities in the new skill set include (but are not limited to):

- Telephone skills
- Face-to-face skills
- Listening skills
- Verbal skills

- Empathy

Customer Care Foundations

The Role and Goal of the Help Desk

The Help Desk of today is characterized by vastly different standards than the Help Desk of yesterday:

*Proceed to **Exercise 1** in Chapter 2.*

- Its role is to provide high performing, mission-critical customer and technical assistance services
- Its goal is to keep the corporation and/or supported client, performing at the highest level possible
- Its personnel must have people skills as well as technical skills

Chapter 2

Achieving Customer Satisfaction



Exercise 1

Pause here and complete the exercise provided in the video. When you are finished, click the Play button.

How Do You View Customer Service?

Think of a situation in which you were the customer and you received bad customer service. Jot down some brief notes about that situation in the space provided below:

Meeting *Both* Customer Needs

All customers have two basic needs: a *technical* need and an *emotional* need. For instance, if you visit a restaurant your technical need is food. Are you necessarily a satisfied customer just because you received food? What if the food was cold; or the wait person was rude; or it took too long? Most likely you won't return to that restaurant any time soon!

In the bad customer-service experience you thought of in the exercise above, ask yourself, "what was it about that experience that made it bad?" Chances are, the reasons have to do with the *way* in which you received the service, and not the product itself. We tend to judge the value of customer service based on the emotional need rather than the technical need. In fact, at least in the short term, meeting the emotional need is even more important than meeting the technical need. Customer service is bound up in providing exceptional service, regardless of whether you are able to meet the technical need or not. That requires setting your customer's expectation, and then exceeding that expectation.

To reiterate an important point made in Chapter 1, the role and goal of the Help Desk of today includes:

- Its role is to provide high performing, mission-critical customer and technical assistance services
- Its goal is to keep the corporation and/or supported client, performing at the highest level possible
- Its personnel must have people skills as well as technical skills

Customer Service Principles

There are two rules or principles to keep in mind when dealing with customers—we'll call these *Service Principles*:

Service Principle #1

We are taught throughout our lives to engage in win/lose situations. Even your customer has this tendency. In a customer service environment, it is crucial that you create a win/win situation. Your customer is not likely to initiate this, so it is incumbent upon you to do so.

Service Principle #2

We often feel silly when we keep pushing where there is no resistance. Think of the last time you kept “pushing” someone who, with great patience, endured it. Most of us feel a little embarrassed when we do this. You can take advantage of this principle with your customers.

These principles are foundational to good customer service. Without them, it is nearly impossible to turn potentially bad situations into good ones.

Begin Video Module 7

Creating Independent Users

While attempting to solve your customers' problems, you will likely notice that your customers have varying competency levels. Some are very easy to train, while others just can't seem to get it. As a support specialist, your primary job is to *eliminate problems*, not merely *answer questions*. In order to do that, you'll need to be active in taking your customers from one competency level to the next.

The competency levels your customers may fall under include:

- level one—unconscious incompetence
- level two—conscious incompetence
- level three—conscious competence
- level four—unconscious competence

Your overall goal at the help desk is to create independent users; helping them first to crawl, and then to walk on their own. This can be done by encouraging and praising problem-solving attempts by the customer, as well as by subtly educating the customer—also known as “mentoring” the customer.

The benefits of mentoring your customers

There are at least three benefits of mentoring your customers (or moving them from one competency level to the next). Mentoring your customer . . .

- Builds rapport
- Encourages customer to use available resources
- Confirms policies and procedures

Strategies for mentoring your Customer

So just how is this accomplished? Here are some guidelines for creating independent users, mentoring them and taking them from a lower competency level to a higher one:

- Be respectful
- Ask questions
- Get clarification of steps taken
- Use positive reinforcement
- Show them how
- Get them to show you how
- Send in reinforcements