

Care Clarifications Tickets – SWAT Call Expectations

THE WHAT

After researching resolved clarification tickets, and diving deeper into Website Care NPS detractors, we've found a significant disconnect when it comes to communicating with our Care customers. In many cases, when a customer emails into a Care ticket (whether it open OR closed) to request additional changes or to state that an original task was completed incorrectly, we'll send the customer an email prompting them to open a new ticket or to give us a call, and then we send them on their way.

From here on, you will all be expected to CALL. There will be no more "you've replied to a closed Care ticket" or an email stating that "the customer must call in for assistance". We need to be proactively reaching out to EVERY customer. Only if you do not get them on the phone should you be following up with an email.

Please start adding call notes to any/ every ticket where you've reached out via phone call. This will allow for increased visibility, which will be especially helpful in implementing our proposed Care Customer Journey.

Your notes should include the following:

Caller Name:

Call Type:

Customer Type:

Reason for Call:

Actions Taken:

****NOTE: I recommend adding a "Canned Response: "Call Notes" with the above template, if one is not already visible.**

THE WHY

Website Care is a white glove service and it is important that we are willing and able to assist these customers in any way that we can. These customers just need your help, and many times frustration stems from not being able to get in touch with those that can help them. Calling these customers ensures that:

1. We are avoiding longer queue times.
2. We are minimizing additional clarifications.
3. We are lessening customer escalations.
4. **We are putting the customer first and creating a WOW customer experience**

ADDITIONAL ITEMS TO NOTE:

Please be sure that you are filling out the Care Clarifications Form: [click here](#)

- You will notice that this form has been slightly modified
- We understand that category options were quite vague and we'd like to get some more specific data surrounding clarifications
- This form is meant for RESOLVED tickets only
- Please DO NOT fill out this form when a customer has replied to a closed ticket as this is NOT a clarification
- Please limit feedback in this form to Builder/ Agent Feedback and Care Clarification category only
- This does not mean that you cannot provide process feedback or suggestions. Please do so via email to myself and Heather instead of using this form