



Catherine Constantinides

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## Does Your Customer Support Strategy Stack Up?

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Here are four questions to measure **how well your online customer support strategy delivers on results:**

### 1. Where are my customers right now?

I am talking about what channels your customers use to voice their feedback, opinions and issues regarding your products and services. To increase customer engagement you need to show customers that you are listening. This means you need to be everywhere your customers are. Whether they communicate through email, phone, online feedback forms, Twitter or Facebook, you need to be on those same channels. You also need to be able to locate these conversations, and to have the right tools to respond to them in a timely manner.



### 2. What do my customers think about my products and services?

Customers are discussing everything from product features to their overall customer experience with your product and organization. There are live conversations related to your products and services right now online. Customers are also talking about your competitors products. You need to have the right social tools that facilitate tuning in to online conversations and capturing this information into the development process.

### 3. Am I managing all my customer requests efficiently?

How well do you and your team communicate customer issues, requests and ideas to the rest of the organization?

### 4. How involved are my customers in the development process?

Customers expect companies to listen to them and to actually do something about their issues and requests. You can significantly increase customer engagement levels by having one-on-one dialogues, and by keeping customers updated on the status and progress of their requests.

I hope these simple and powerful questions are helpful. Creating and implementing an effective online customer support strategy, takes time, and a genuine desire to dazzle and delight your customers. Above all you need to leverage the [available tools](#) to get the job done.

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Authored by:

Connect: 

**Catherine Constantinides**

Catherine is a Social Marketing Specialist at <http://www.onedesk.com>.

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