



25 Ways to Save on Customer Support Costs

This infographic is provided courtesy of GlowTouch and provides a quick rundown of cost-saving strategies. For a more complete explanation of these solutions and more context on how they drive savings, see the complete article on [25 Ways to Save on Customer Support Costs](#).



1. Track Efficiency & Performance Metrics

Measure efficiency and performance to improve and capture savings. See [The Ultimate Guide to Customer Support Metrics](#).



2. Increase Availability

Customers seek help unevenly across times and channels. Limit idle agents during low volumes with [Workforce Management Software](#).



3. Skill-Up Your Team

The better your people, the more efficient your team. Invest in a robust recruiting and training program to maximize productivity.



4. Improve Efficiency with Staff Rotation

Don't put new agents on all types of contacts. Let them master one then rotate, so they efficiently learn each type, one at a time.



5. Segment Contacts for Faster Resolution

Resolve contacts faster with phone and online menus, distinct department emails and CRM tools that route contacts to proper teams.



6. Automate Incoming Contacts

Automate some contacts using chat bots, Interactive Voice Response (IVR) and email auto-responders.



7. Extend Your Knowledge Base with Chat Bots

Chat bots complement teams, limit contacts and save time by guiding visitors to instructions, FAQs and proper departments.



8. Pre-Defined Responses

Create pre-written responses for chats and email tickets that your agents can send for specific types of tickets, saving time.



9. Integrate Every Tool You Use

Integrate chat and support tools with your CRM so agents have all pertinent information at their fingertips to quickly resolve issues.



10. Get Everyone on the Same Page

Use collaboration tools to give all cross-departmental teams access to key information to resolve customer issues faster.



11. Build the Right Team

Building a great team means hiring. Sometimes, it's easiest to use an experienced, specialized partner that's built many great teams.



12. Direct Customers to Live Chat Using Design

Chat offers instant resolution and lets agents handle multiple contacts at once. Design your site so chat is more visible than phone.



13. Social Support

Use social support. It's often faster and less expensive than calls. You can also reach many customers before they ask questions.



14. Create a Robust Website Knowledge Base

Add and improve FAQs, tutorials, articles and SEO-friendly videos on your site. Use site design to funnel visitors to these materials.



15. Root Cause Analysis

Use and continuously improve closed-loop processes to bring root causes behind contacts to the right people — and eliminate the causes.



16. Match Your Support and Order Fulfillment

Get fulfillment and support teams on the same page for every order using shared communications systems to reduce issues.



17. Proactively Inform Customers of Key Changes

Proactively update customers about big changes to your product. If they know what to expect, they'll be less likely to ask about it.



18. Build a User Support Community

User communities help customers solve challenges, limiting contacts. Who better to help than people who use your product?



19. Take Some Support Offshore

Support in India, the Philippines and Eastern Europe costs about 1/3 of U.S.-based support. Just be sure to [Select a Quality Vendor](#).



20. Match Service to Expectations

Track and deliver to the right service level for your customers, not an unnecessarily high, expensive standard beyond their needs.



21. How Many Supervisors Do You Really Need?

Review your supervisor-to-agent ratio so you're not overstaffed on supervisors. Overstaffing can quickly add costs to a team.



22. Strategic Hours

Limit your hours. But be intentional about this to avoid extra volume during peak hours, which may actually require more staff.



23. Strategic Channels

Many companies have fully abandoned phone support and only offer support across live chat, email, SMS or social channels.



24. Proactive Support

Start live chats with people on FAQ pages and articles to remove barriers, resolve issues and avoid costly calls before they happen.



25. Cross-Selling and Upselling

Use support inquiries to cross-sell, upsell and generate leads. You may be able to [Turn a Profit on Support](#) and see **177% ROI**.