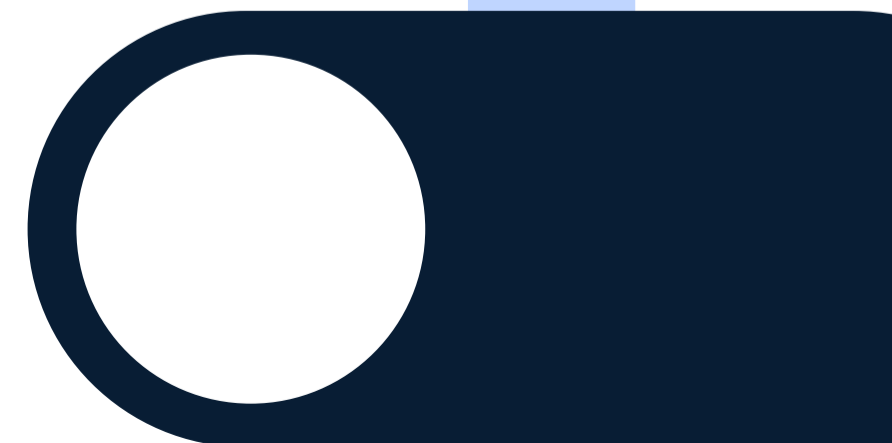
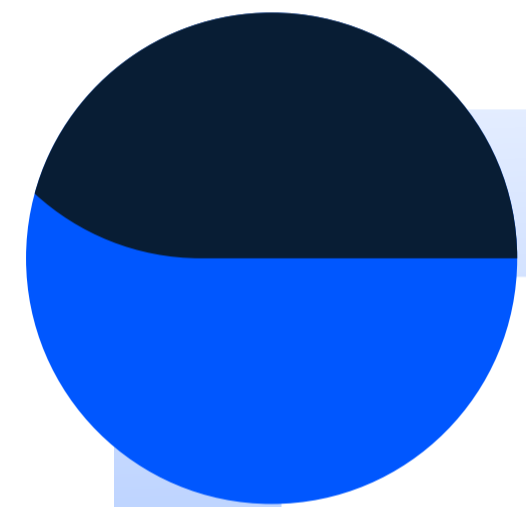
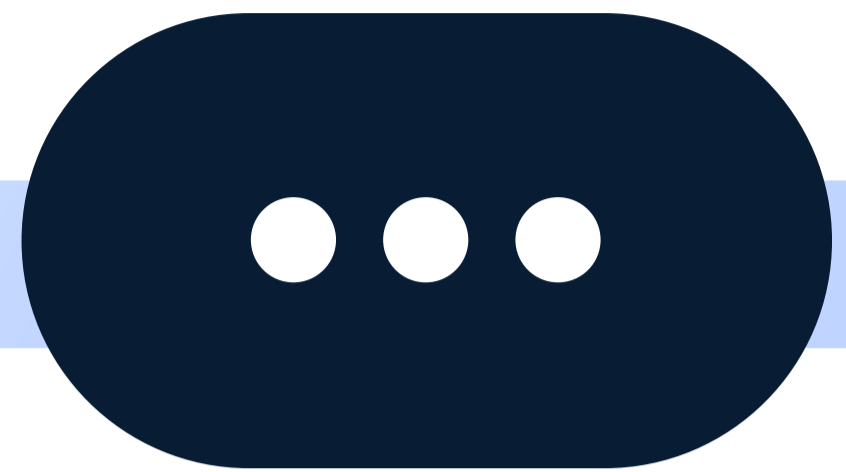


Supercharge Your Support

How In-context Support Can
Boost Your Bottom Line

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01 The secret ingredient your support tech stack is missing

In a digital world, engaging – and retaining – the customers you have is easier (and more effective) than winning new ones. Retention becomes even more critical in times of economic uncertainty, where you'll need to find new, innovative solutions to keep your customers happy and your team efficient. But how can you increase productivity, cut costs, *and* boost revenue – all while enhancing your customer experience?

Adding in-context support to your tech stack is the secret ingredient. Armed with a messenger with automation and self-serve capabilities, your team will be empowered to deliver the exact support customers need, at the precise moment they need it – *while* they're using your product or service

Today, most support teams lack the technology and strategies needed to provide fast, personal support at internet scale. This leaves them stuck answering repetitive queries, without access to the right data, and unable to help customers where they are. That's not just frustrating, it's detrimental to business – [56% of customers](#) say they will stop doing business with a company after a frustrating experience with customer support.

In contrast, with a modern messenger, every conversation is a chance to build trust, connection, and deep loyalty. You'll be able to provide fast, efficient, and personal resolutions at scale – all without increasing headcount or hours logged. What's more, you can make critical moments count by delighting customers, deeply understanding their context, and helping increase usage of your product or service.

In this guide, we'll show you how to keep your valued customers coming back for more by being there when they need you most – without overstressing your team or resources.

Enjoy!



Declan Ivory
VP of Customer Support at Intercom

In-context or out of touch: The business benefits

With the right in-context support tools and strategies, you can elevate your support team from drowning in repetitive queries to becoming hyper-efficient, customer-retaining business partners.

Traditional support (the old way)	In-context support (the new way)
Force customers to leave your product, website, or app to get the help they need	Help customers in your product, website, or app while their query is top of mind
Leave customers waiting on hold with slow, reactive support	Provide rapid – sometimes instant – resolutions fueled by automation
Team focused primarily on answering repetitive queries	Team focused primarily on resolving high-priority and VIP queries
Impersonal support due to lack of data	Personalized support powered by rich data and contextual targeting
Disconnected tools = lost customer context and inefficiencies	Customer context carried across channels = greater efficiency and personalization

5 ways to drive business impact with in-context support

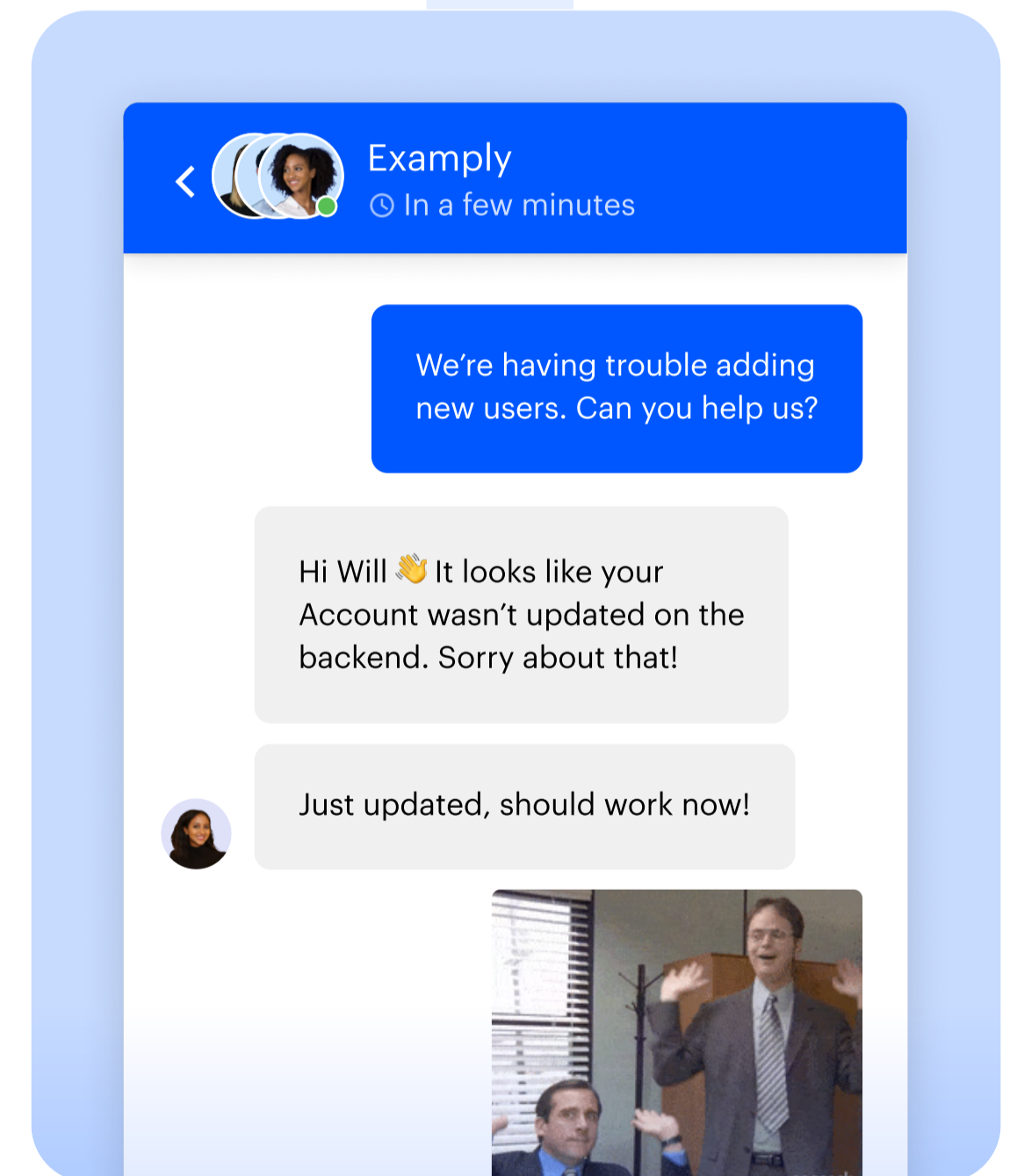
1. Make the most of every interaction with in-the-moment help

Imagine walking into a coffee shop where the barista greets you by your name and offers you the “usual” at the exact moment you need it. In the digital age, the best brands replicate this kind of personal, in-the-moment experience online. Just like in your favorite coffee shop, modern customers expect to be known and served immediately online.

But most traditional support tools are slow, reactive, and lack the data needed to provide personal support at internet scale. What’s bad for customers is bad for business – Adobe’s 2022 Trust Report reveals that [58% of consumers](#) will

stop purchasing from a brand that does not provide personal experiences they value.

So what’s the antidote? By adding a messenger backed by rich customer data to your website or product you’ll enable your team to deliver personalized, one-to-one help the moment customers need it – *while* they’re using your product, website, or app. You can also set up automation and personalized chatbots to empower customers to self-serve in the messenger, without needing to contact your team – so messaging doesn’t need to mean an increase in conversation volume.



Bottom-line impact

Offering help in the moment is an opportunity to resolve your customer queries quickly and personally, make them feel known and understood, and ultimately turn them into loyal advocates.

For example, you can:

- Unblock issues without customers having to share basic data or repeat themselves = happier customers.
- Help customers make the most of your product or service leading to greater retention.
- And even upsell them on new features resulting in new revenue.

3 simple steps to start offering in-the-moment support

- **Add a messenger** to your product, app, or website to offer live or asynchronous chat. For times your team is busy, you can automatically set customer expectations for when they'll reply.
- **Provide your team with an efficient inbox** that empowers them to personalize conversations and take fast actions based on easily-accessible customer data.
- **Set up chatbots to resolve simple, repetitive queries** so you don't have to worry about opening the floodgates to increased conversation volumes.



“In less than six months, we’ve moved from having a median first-response time of 45 minutes to just 10 minutes – an 80% reduction.”



Victoria Vergnaud
Customer Success Operations
Manager at Spendesk

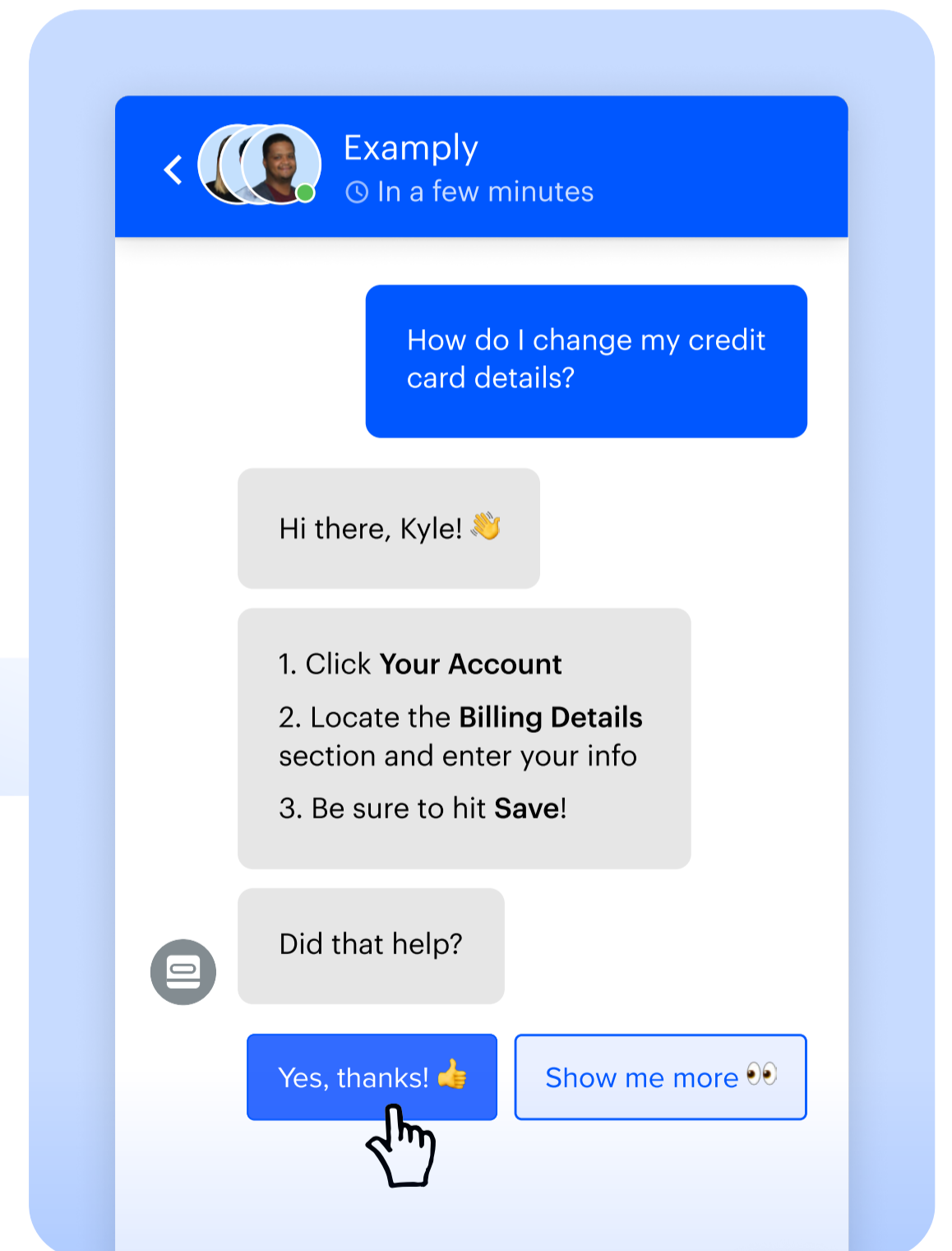
2. It pays to be fast: Empower your customers to self-serve

Modern customers are used to living in an on-demand world where their every whim can be met 24/7 – think: on-demand fast food, instant news updates, and same-day deliveries. When a customer has a simple query, they'll settle for nothing short of a fast, accurate, personal response.

Of course, providing around-the-clock support doesn't mean your team has to be on call 24/7. In fact, [67% of customers](#) prefer self-service because it reduces effort. What's more, a recent Gartner study revealed that of customers who experience lower effort, [94% intend to repurchase](#) compared to 4% of those experiencing high effort.

With modern self-serve tools, like targeted chatbots and contextual help content, you can provide customers with on-demand answers to

frequent queries such as “Where can I update my billing details?” and “How can I return an item I bought?” This satisfies customers' need for speed, convenience, and control. Instead of waiting on hold, customers get the rapid – sometimes immediate – resolutions they need at the right time, in the right place.



Bottom-line impact

Modern self-serve support brings a whole host of business benefits, including increased customer satisfaction, reduced conversation volume for your team, and the ability to scale personalized support without increasing headcount or hours logged.

The icing on the self-serve cake? Get it right and you'll see a spike in customer loyalty. "Customer effort is 40% more accurate at predicting customer loyalty as opposed to customer satisfaction," [according to Andrew Schumacher](#), Senior Principal, Advisory at Gartner.

3 simple steps to start offering modern self-serve support

- **Encourage customers to self-serve** by empowering them to search for and read help center articles within the messenger without needing to chat with your team.
- **Automate resolutions to common questions** with customizable bots.
- **Design custom bot flows** that collect information about your customers upfront and automatically route queries to the member of your team best suited to answer.

REBAG

"Our customers want answers right away, and Intercom allows us to provide them with fast responses, while still minimizing the workload for our team."



Geronimo Chala
Chief Consumer Officer at Rebag

3. Free your team up for high-priority and VIP queries

With traditional support tools, many support teams are stuck running uphill on an endless treadmill, answering repetitive queries again and again. When you adopt next-generation tools like chatbots and in-context help content, most of your customers' simple questions are resolved automatically and via self-serve support.

This frees up your support team to focus on the highest priority, most complex, and VIP support queries. These include conversations centered around billing and subscriptions, or helping angry customers who are at risk of churn. Yes, the kinds of queries that have a direct and measurable impact on the customer experience and the company's bottom line.

There's a common misconception that bots will replace your support team. In reality, bots and humans complement each other. They work best hand-in-hand – with automation removing friction and repetitive tasks so your team can focus on high-value work.

Bots and humans excel at different tasks

Where humans win

- Answering high-priority questions
- Dealing with complex situations
- Understanding and responding to human emotion

Where chatbots win

- Answering common questions quickly
- Reducing hold and response times
- Quick routing to the right people

Bottom-line impact

Empowering your team to focus on priority queries heightens customer satisfaction and retention, especially amongst high-value customers. It also leads to increased team satisfaction as they'll be able to do what they do best – using their product knowledge, technical expertise, and empathy skills to keep customers satisfied and ensure they're getting long-term value from your product or service. And you know what they say: happy team = happy customers.

3 simple steps to start providing VIP human support

- **Create chatbots and automated workflows** to take care of the simple, repetitive queries and tasks.
- **Set up contextual routing** to fast-track complex and high-priority queries to the right people or team.
- **Use customer data to guide the conversation,** prevent customers from having to repeat themselves, and provide world-class, personalized support.

GURU

“One of our core values is to ‘create advocates’ through all of our customer interactions. Intercom enables us to stay connected to our customers in personalized and impactful ways.”



Anne Raimondi
Former Chief Customer
Officer at Guru

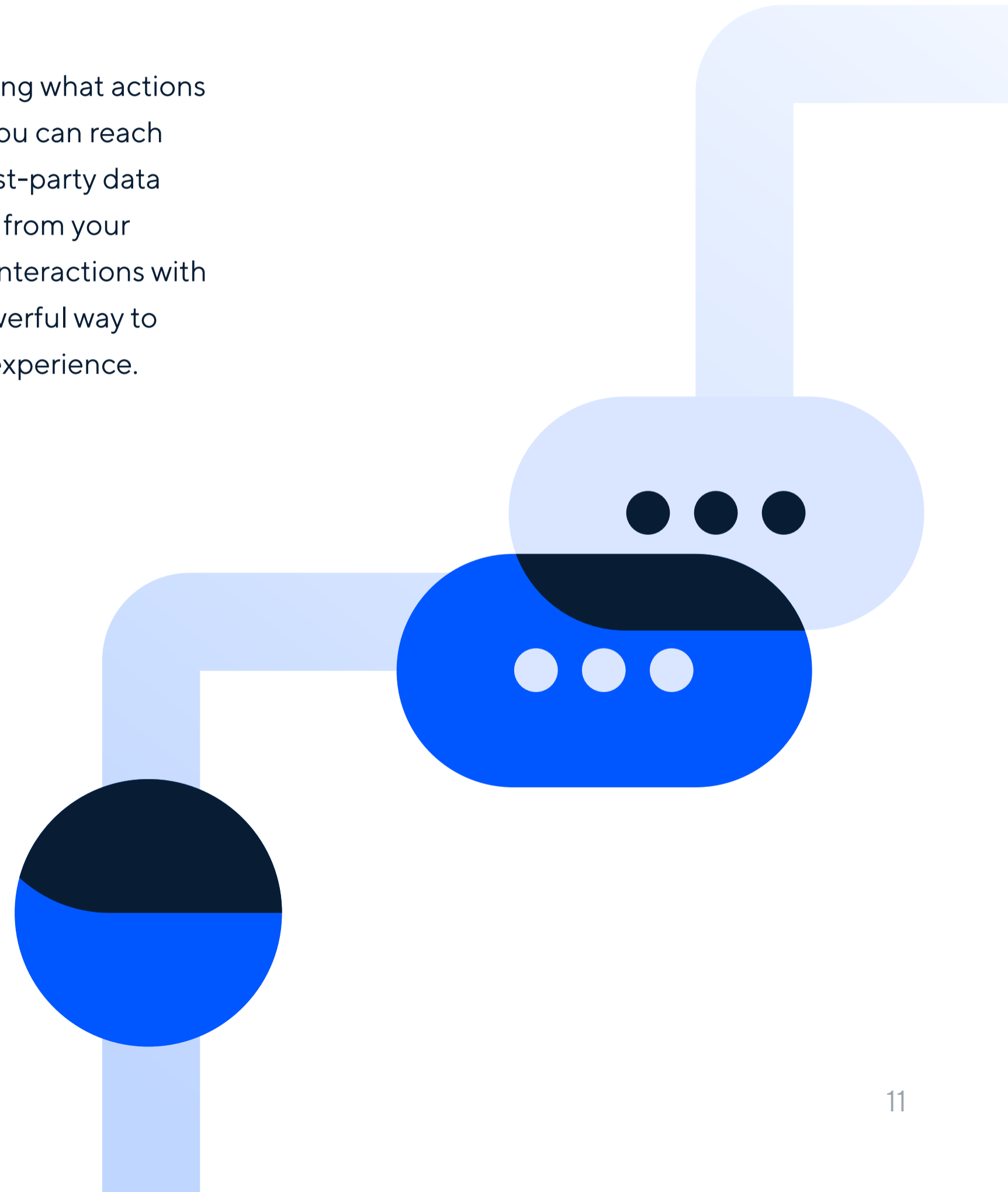
4. Improve the customer experience with first-party data

Customers have an innate need to feel known and understood, especially in the digital age. [76% of consumers](#) say it is important for brands to show empathy by demonstrating they can see things from the consumer perspective, understand their frustrations, and know what is really important to them.

No one knows your customers and their pain points better than your support team. They're better placed than anyone else in your organization to share and champion the voice of the customer to help enhance your product roadmap, sales pitches, and the overall customer experience – boosting customer loyalty and retention in the process.

But all of this hinges on the ability to automatically collect first-party data from your customers – whether that's feedback on your

product or service or understanding what actions customers do and don't take so you can reach out with in-the-moment help. First-party data is information you collect directly from your customers based on their actual interactions with your business so it's the most powerful way to personalize the entire customer experience.



Bottom-line impact

A 2022 Twillio report revealed that [95% of businesses](#) agree that fully owning and utilizing customer data will be their biggest growth lever over the next three years. Armed with powerful customer data, you can work with cross-functional teams to turn support insights into business impact.

For example:

Work with	Great partners for	Key metrics
Product	Building frequently requested features and fixing product issues.	<ul style="list-style-type: none"> • Customer retention
Marketing or Product Success	Proactively messaging customers and addressing known pain points at key touchpoints in customer journey.	<ul style="list-style-type: none"> • Product/feature activation • Customer retention
Sales	Establishing hand-off points for sales conversations, so you can provide a seamless transition for your customers.	<ul style="list-style-type: none"> • Customer renewals • Customer retention

3 simple steps to start gathering and using first-party data

- **Use modern tools to gather first-party data** – a messenger can automatically gather this data for you via chatbots, surveys, third-party integrations, and other cutting-edge technology.
- **Surface frequent customer issues** to your sales, product, and marketing teams so you can work together to improve your product and customer experience.
- **Set up customized chatbots and proactive targeted messages** to preemptively answer known customer questions at key points in the customer journey.

))) Frame.io

“Data speaks volumes. If we’re not tracking what our customers need or are looking for, it’s going to be so difficult to understand that customer’s story and be able to relay that back to the rest of the company.”



Brett Rush
Director of Customer
Experience at Frame.io

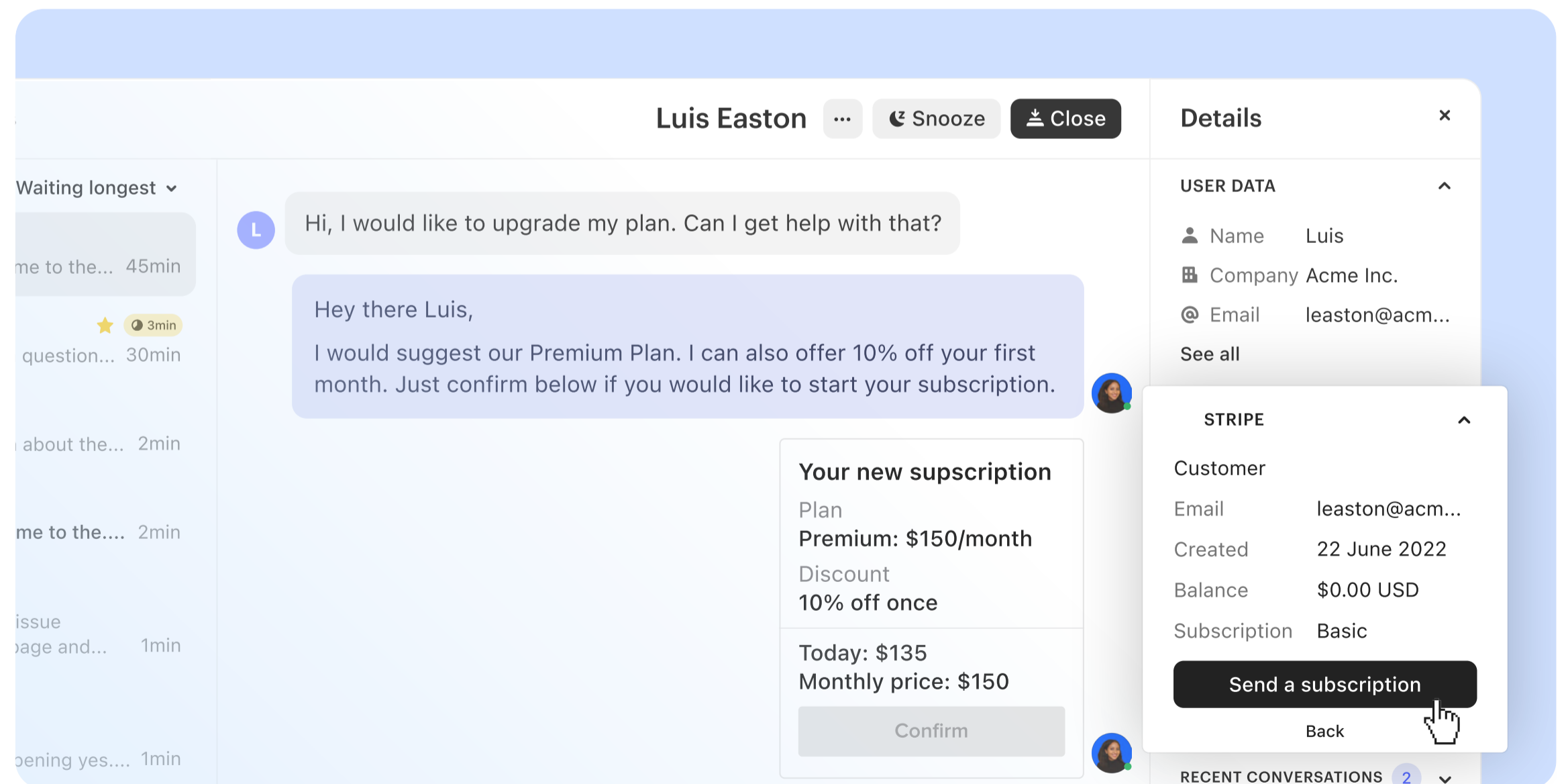
5. Amplify your tech stack with integrated, modern tools

Many support teams – especially those in the enterprise space – worry about the financial, organizational, and labor costs of making changes to their tech stacks. But how well is your existing tech stack *actually* working for you? Most likely, not optimally – [almost half of all customer support employees](#) (47%) are personally slowed down at least weekly because their customer support tools aren't integrated with each other.

What's more, customers want and expect connected experiences. A significant [85% of businesses](#) say that their customers prefer to have their context follow them from channel to channel for a seamless brand experience. The reality is most traditional support tools like phone and email fall short of providing a joined up experience.

So how can you start modernizing your existing tech stack? We recommend connecting the tools you currently use with next-generation technology (like Intercom 🤖) that supercharges

both your customers' and team's experience. Connectable tools that integrate with and share data across your existing tech stack are key for saving time and driving lasting business impact.



Bottom-line impact

Not only will connecting your tech stack speed up your support, it also empowers your team to work seamlessly with cross-functional teams – like sales and marketing – to have all of the data they need to more efficiently and personally support, engage, and delight your customers. Creating a unified customer experience is critical for boosting customer retention and loyalty.

3 simple steps to amplify your tech stack

- **Integrate your key customer communications tools** so your team has all of the data and conversation history at their fingertips to more personally and efficiently support your customers – without needing to switch tools.
- **Ensure your team’s inbox** empowers your team to move effortlessly between chat, email, and phone without losing context.
- **Make sure new tools plug in and play nicely** with your current stack. The Intercom Messenger integrates seamlessly with your existing support channels like email and phone. 😊



“Having a unified ecosystem for customer communication, which is what Intercom provides, is ultimately what has enabled us to go from spending \$51 per support interaction to \$10 in just two years. We’ve reduced our costs while providing our customers with a better experience.”



Josh Collins
Director of Sales at AgriWebb

Key metrics to measure success

While it's important to monitor operating overheads, especially in times of economic uncertainty, these metrics don't tell the full picture. To understand the true measure of support success, modern support leaders need to look at the overall health of the business. There are three key areas worth investing in.

Growth metrics

Today, more and more businesses are realizing the true bottom-line value that incredible customer support brings to a business. In fact, customers don't just seek out higher quality service – they're [willing to pay more for it](#).

But how can you see and spotlight your team's true impact? Work with cross-functional teams – like marketing, customer success, sales, and product – to influence and track bottom-line growth metrics such as customer retention, customer lifetime value (LTV), and customer advocacy.

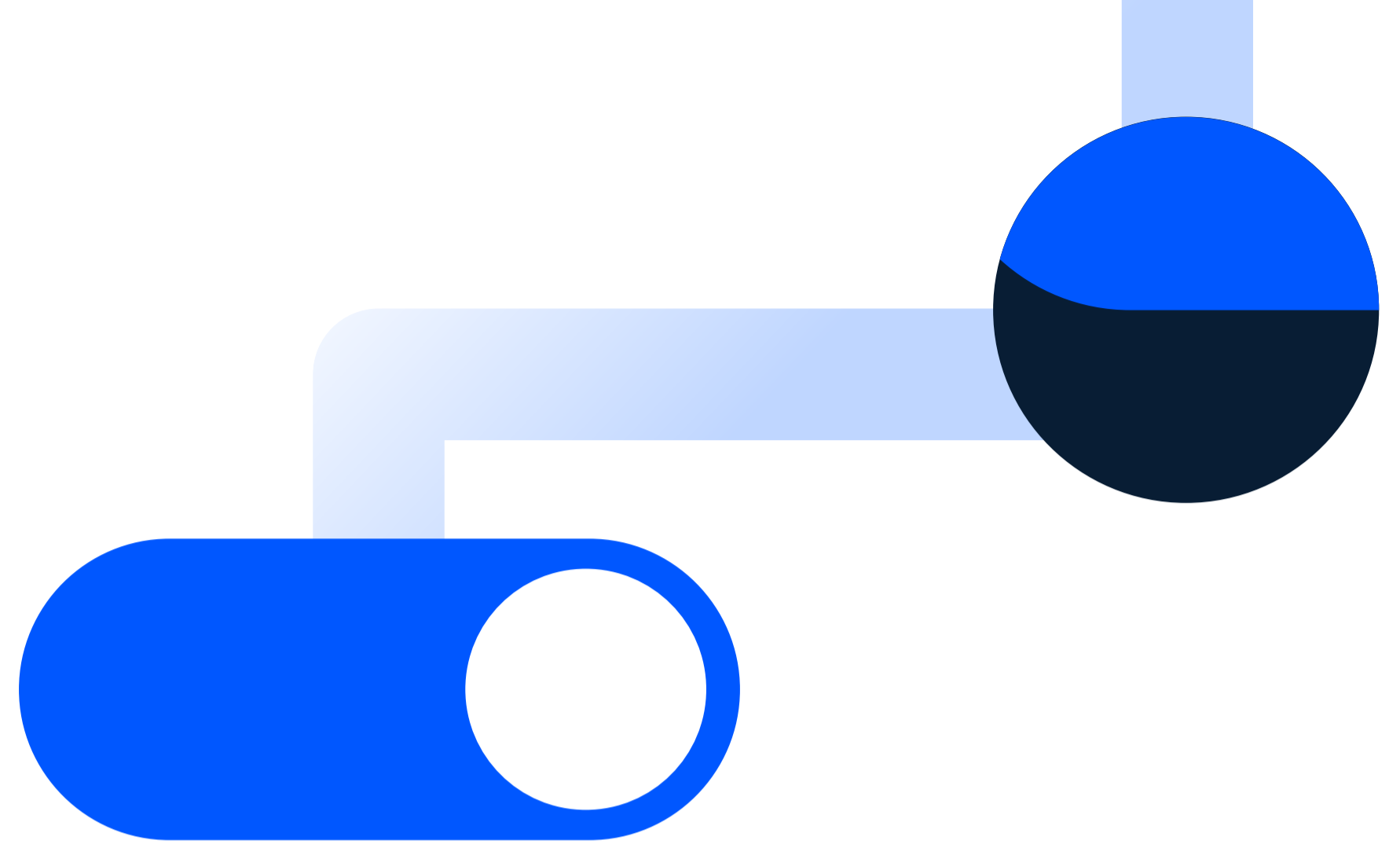
nuuly

“We're anticipating a lot of growth again this year, so having the ability to easily onboard our associates, create great experiences for our customers, and measure our impact with detailed reporting all in one platform is huge.”



Natalie Hurst

Director of Customer Support at Nuuly



Efficiency gains

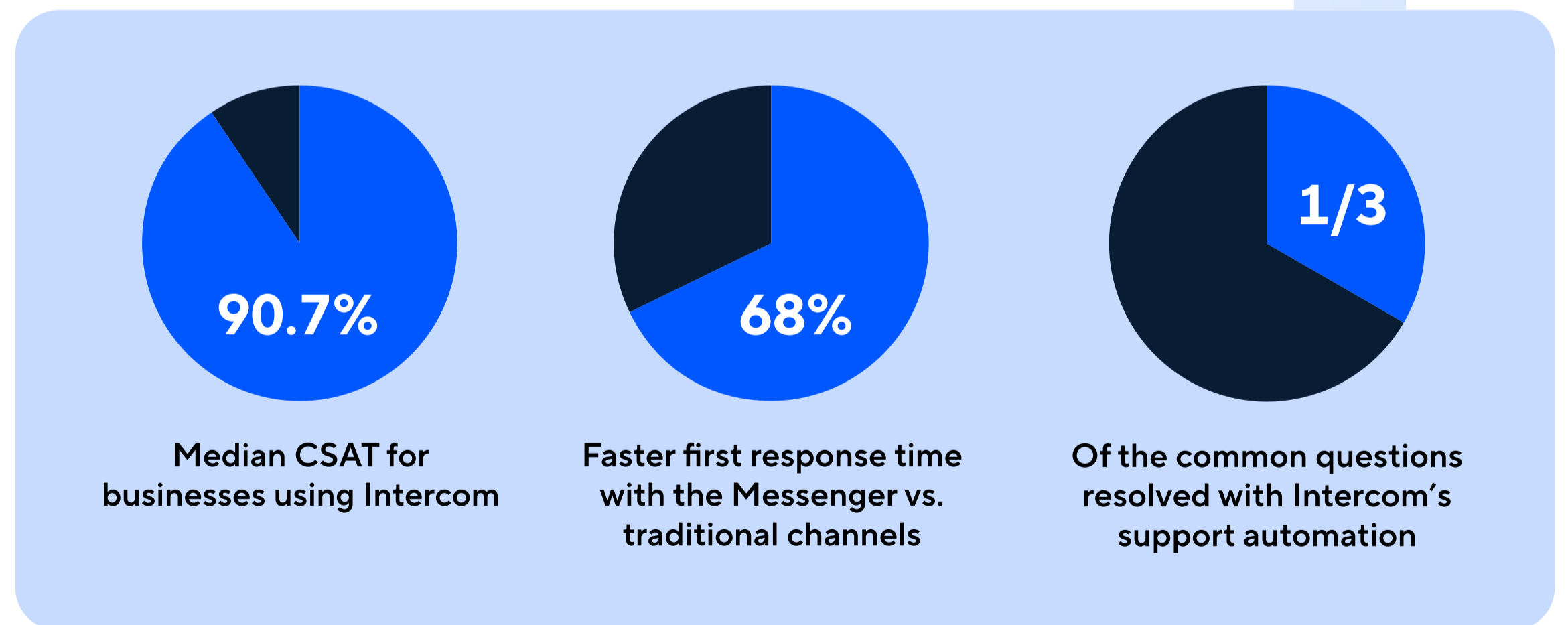
Once you add in-context support to your tech stack, you'll want to see how your team's efficiency improves over time. Set a benchmark you can track progress towards for key metrics like:

- Rate of new inbound conversations
- Median first response times
- Median first contact resolution and total time to resolution rates
- ROAR (rate of automated resolution – divide the total conversations resolved by automation by all eligible support resolutions)
- Cost of resolution

The holy grail: ROI

The holy grail metric is ROI – or simply, are you getting the return on your investment? [Try our free ROI Calculator](#) to estimate the time and money you can save each month with Intercom.

Curious about the impact you can make? Check out these industry average stats for customers who use Intercom:



Build lifelong customer relationships with Intercom



Interested in learning more about how you can deliver personalized, in-context support at internet scale? [Watch the Intercom for Support demo here ▼](#)

[Watch the demo](#)

