

Personal Communication vs. Instant Gratification through Automation

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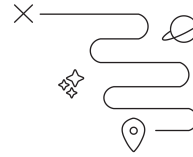
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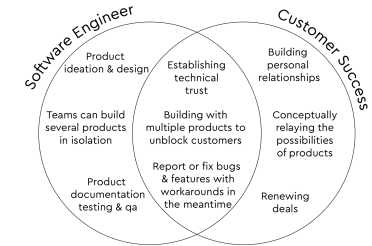
Personal Communication

Instant Gratification



What is a Support Engineer

- Break down complex customer questions emphatically to build and maintain trust
- Aggregate feedback to product and engineering teams
- Work to humanise the technical side of the company to develop a great CX



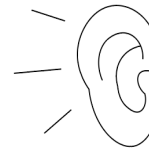
Defining & Refining the Customer Experience

- **Defining:** The flows and quality of service interactions a customer has with a company while achieving their goal
- **Refining:** A system of teams dedicated to ensuring customers achieve their goals in the simplest amount of steps



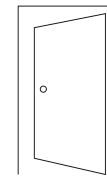
Personal Communication

- Everyone wants to talk to a human - why?
- Ability to pick up on tone and respond empathetically
- Suggest code changes in a non-condescending way
- Sometimes people just want to be heard and understood



Instant Gratification through Automation

- "You first!"
- Chat? Chat bots? Support Engineers with automated workflows.
- Create a support driven ecosystem
- Automate the workflow to accelerate the process for Support Engineers and customers



	Documentation	Response	Assignment
Customer Perspective	Clear, organised Native language	Immediate, concise resolution	Someone knowledgeable about area of issue
Metrics	Churn Read > Contact Support Read > More docs Read > Implemented Read > Left site Language/location of users	Resolved rate Quality rating Customer frequency Product frequency	Satisfaction prediction Reduce cherry-picking
Automations	Suggest supplemental docs Offer points of contact	Issue & product specific automated responses	Auto-assign to subject matter expert/group Order tickets by priority and limit changing order

Automation as Augmentation

Don't replace your Support Engineers with bots and automations because you'll miss out on creating personal connections. Augment your Support Engineers' workflow so they can focus on providing a wholesome customer experience by continuously building out an ecosystem and diving deeper into enterprise level cases.

Thank you!

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