



4th Annual
cPanel Conference 2009
October 5th, 6th & 7th - Houston, Texas

Customer Service the cPanel way

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What have I done?

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- Co-Founder TouchSupport, LLC 8/2003
- Touch Support, LLC acquired by theplanet.com in 5/2008
- Manager, Advanced Services, Theplanet.com until 2/2009
- Joined cPanel, Inc. as Technical Support Manager 3/2009
- Managed mixed skill level teams of 30+ providing support and systems administration for about 6 years



8 second overview

Building a great team:

- Finding and keeping awesome people
- Successful Documentation
- Always be training

Ensuring great support:

- cPanel's support philosophy
- Manager Follow-Up
- Effective Handoffs
- Small teams for accountability
- Customer driven Incentives



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Building a great team



finding and keeping awesome people

Be on constant alert for great employees.

Hire when they are available, not after you actually need them.

Make sure to run a fair workplace.

The best employees are never looking for work, they have to be recruited.



Successful documentation

Documentation is a process, not a project.

Contribution to documentation is a job requirement.

Use a wiki or some sort of system that encourages easy participation by groups.

Be sure to reward team members who participate in this critical function.

Break large documentation projects up into tasty bites and incentivize those bites

mailman is not documentation



Always be training

Training is key to employee success and behavior from their first day in the door.

Employees, especially technical ones, tend to get bored performing repetitive tasks over time.

Expending resources on training lets employees know that they are valued by your continued investment into them

People are much less likely to leave if they are in a position to be continually learning new things

Shadowing can be a good way to promote inter-departmental communication and can be a fun way for employees to explore the future of their career path

Always plan for growth by training your current employees to be your future experts and leaders.



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Ensuring Great Support



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cPanel's support philosophy

Every customer is supported.

Everyone in the company
genuinely wants happy
customers.



Small teams and leaders

Smaller teams are easier to manage for project results...

Managing small teams is an effective way to build basic leadership skills into your employees



Manager follow-up

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All negative feedback is flagged by our system and receives a manager followup to determine if there was anything else that can reasonably be done to make a happy customer. This follow-up is then reviewed at the executive level.

Hand meetings:

We have a handoff meeting at the end of every shift and difficult or priority tickets are given from one analyst to another with communication on what has been done.



Customer feedback driven incentives

Please rate your experience with John Smith:

poor 1..2..3..4..5..6..7..8..9..10 superior

We try to incentivize as many things as feasible so that we're constantly reinforcing positive behavior



cPanel support top 10

1. Support is an integral feature of our product
2. Every customer is supported
3. Feedback based Analyst incentives
4. 92.01% Average customer feedback rating
5. Manager followup on every unhappy rating
6. Support team has very deep industry experience
7. Effective escalation procedures for bugs and hotfix issues
8. Fast response times
9. Inter-shift hand off meetings
10. Really fantastic customers



Q & A

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Thank you....

For your time, I hope you enjoyed the session.

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