

HOW TO HANDLE ISSUES WITH YOUR CUSTOMERS WHEN THINGS GO WRONG



Incident Identified

Let your customer know their issue is under investigation to take the pressure off the support engineer

Insight and Info
Get an update from internal team members as to what the current situation is



Communicate

Email **all clients** or customers explaining that you know about the current issue. **Call** your highest priority customers (value, advocacy, at-risk).

Commit to Updates
In this communication, commit to a frequency of updates (every 30, 60 or 120 minutes)

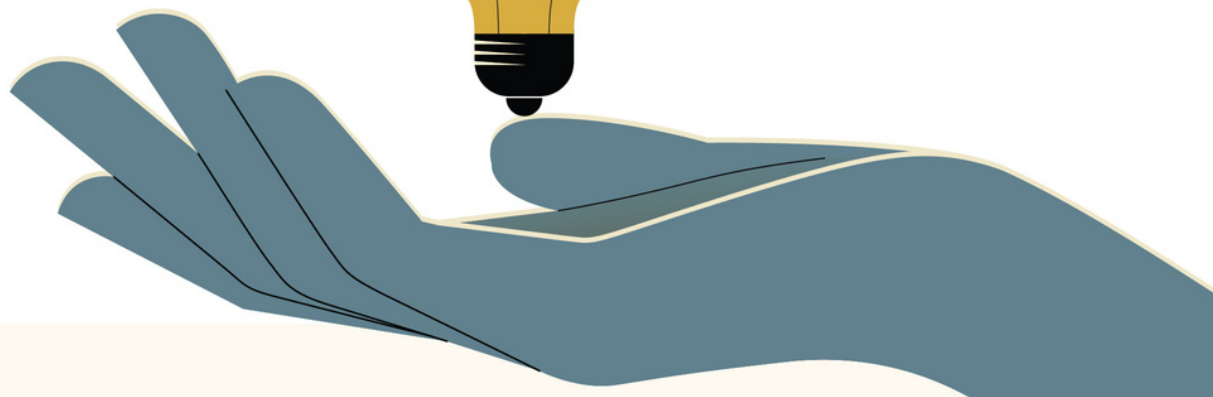


Repeat

Send updates at the agreed time intervals for as long as the issue persists. Even if there is **no update** - tell them there is **no update but you are working on it**.



SOLUTION DEPLOYED



Communicate Solution

When a solution has been found, **communicate** this to all the customers via email with what they **can expect** (ETA, actions they'll need to take, side affects etc.) Again, call the highest priority customers to explain the resolution.



Debrief

Find what caused the problem and how you are going to try to avoid this happening in the future.



Customer Debrief

Share the causes and lessons associated with your customers and offer a call with customers that might like more detail.

This infographic was provided to you by
Sean Ruane
Founder, Mind Data



MIND DATA



CSM PRACTICE
THE CUSTOMER SUCCESS STRATEGY CONSULTING FIRM