

MARKETING DEPARTMENT

# SUPPORTOLOGY

IDEAS & ACTIONS TO BETTER SUPPORT YOUR CUSTOMERS







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# Introduction

*“ What helps people, helps business.”*

*- Leo Burnett*

Here at MM Media for over 15 years we've supported Marketing Departments and their customers by becoming a natural extension to their teams. With our background working for large Advertising Agencies and Global Brands, we can take your vision and strategy, execute against it and provide feedback from the field you can use to improve your programs and campaigns.

We train our agents to take the time needed to support your customer and strive to get the answer right the first time. Instead of sending someone along their way, we become their point of contact - find out how to solve the problem or who can help - and get back in touch once we have a path to the solution.

In Supportology we will share with you how by empowering our team to help your customers from start-to-finish with a company that understands advertising and marketing you can increase the effectiveness of your programs and campaigns.





## Step 1

# Be Where Your Customers Are

Your interactions with your customers aren't just over email and voice anymore. With today's technologies, you need a dynamic customer service company who can support web, chat, text and social media with highly trained people invested in your success.

### **Social Media**

Customers have a 24/7 outlet, and they think your company should be available 24/7.

We've found that a lot of times the customer is just looking for someone to talk to. By moving them into a direct message format, we can get them to focus on the problem and stop others from joining in. In fact, if you solve their problem, you've now created one more Brand Ambassador.





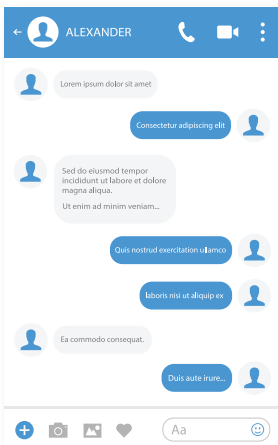
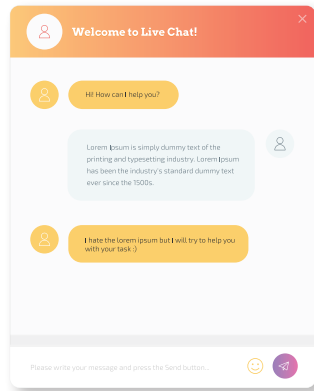


## Web

When customers call, they expect the agent to be technology savvy. You need to be able to troubleshoot their browser or mobile device and if there is a problem, be able to write up a concise bug report for the development team.

## Chat

By providing chat, you can be where your customer is when they are using your websites, portals or mobile apps. Faster communications, lead to faster answers and happier customers.



## Text

People can't live without their phones. Even with mobile-friendly websites it hard to engage in a chat. By providing them with a means to communicate over text, when a problem is more complicated, you can have the customer send in pictures and initiate a voice conversation.

## Step 2

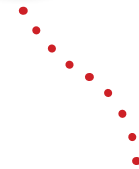
# We Give Agents the Power to Help

When an agent is always thinking about how long the call should be and how they will be “reprimanded” when their average call length goes above a specific threshold, they are no longer trying to help the customer. They are worried about their jobs.

### **Get the Answer Right the First Time**

Choosing to be in the customer service field means, you as an individual, receives fulfillment by making other people happy.

By allowing our agents the time needed to help your customers, not only are we satisfying our agents desire to work, we are helping to create customers for life. The small hiccups that may occur in your next product or marketing program launch will be overlooked if they know the brand will do what is needed.







## The Power to Follow Up

Not all interactions are solvable in the first conversation. We provide our agents with the ability to follow the customers' journey.

As agents either personally see the problem through to its conclusion or have visibility through the process, it creates a learning opportunity that will lead to the customer being happy and increased agent efficiency.

## Performance and Efficiency without Quotas

As agents work through complex problems and take the time needed, they will be able to use this knowledge for future tasks.

We believe by allowing them to fully help your customer, with each new problem they will be able to draw upon their learned knowledge to assist customers with increased efficiency and productivity.



## Step 3

# We Learn Your Customers Pain Points and Provide Feedback

As the front line to your customers, we hear what is and is not working. With regular meetings where we provide feedback and work with your marketing, product and software teams these pain points can be turned into wins showing your customers their input matters.

### **Build and Maintain Relationships**

As our team interacts with your customers every day, we will build relationships with individuals and groups.

Those relationships, built upon a foundation of high-quality support, will help in the times your customers need extra help because they will know there is a group of people dedicated to helping them and their success.







## **Watching For Trends**

Since every point of contact comes through our Help Desk system we are able to tag each request. With those tags, we can run reports to see where trends emerge.

## **The Escalation Process**

By working with your product, marketing, support, and software development teams items learned from the field can quickly be escalated, with detailed accounts, that can help your organization improve their processes.



## **Improved Customer Experience**

A new level of synergy is created by building relationships and providing poignant customer feedback.



By supporting your marketing programs with high-quality customer service, you'll build and increase brand equity with your customers.

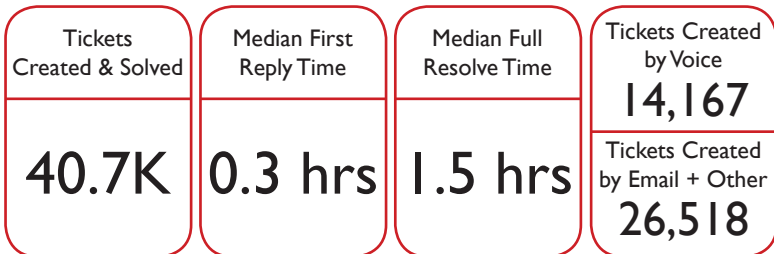
# Real World Results

For over 10 years, Rheem's Corporate and Divisions Marketing Department and MM Media have partnered to provide Customer Service to support and grow their programs. Distributors and Contractors come to the MyRheem.com platform and supporting mobile apps to activate, enroll, and manage their interactions & data. Through MM Media's approach of, "we are here to help" and having the customer come first the partnership is still going strong, with the client increasingly trusting MM Media with new duties.

## MyRheem Help Desk

With a 60,000 plus person user base, MM Media provides front-line support for all of Rheem and their family of brands in the US and Canada.

### June 2017 - June 2018 MyRheem Support Snapshot



\*Data pulled covering all Rheem brands and tickets created globally.

## Rebates, Promotional & Co-op Support

Contractors and Distributors log into MyRheem to submit product installation rebates, approve rebates and process payments and file marketing co-op claims. MM Media's help desk supports these multi-million dollar programs from issues submitting claims all the way to receipt of funds deposited via third-party vendors.

# Partner Profile: Rheem Manufacturing

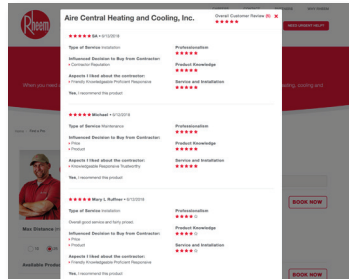
## Social Media

As Rheem expanded its social media presence they needed a dedicated team to manage responses and coordinates with internal support teams. Already dealing with Rheem's various warranty and parts departments, our knowledge of the product, made the perfect fit.



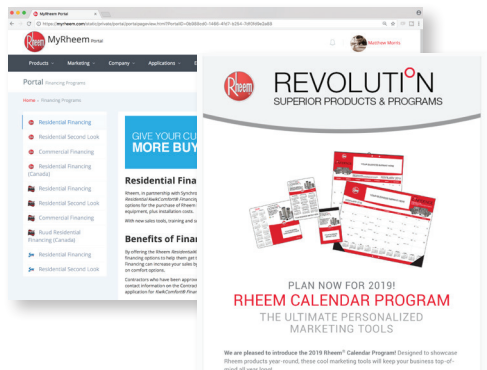
## Ratings & Reviews

A dedicated team reads and approves every review submitted by homeowners. Following a set of rules designed to maintain brand integrity while also overseeing the integrity of the system.



## Content Creation & IBM Watson Email Support

Taking content submitted from departments including Product and Marketing, we create dedicated sections in MyRheem. Using additional material, we build Rich Media Email communications for internal and external deployments.



# MM Media

## Who We Are

For over 15 years, MM Media has been helping marketing departments deliver high-quality customer service. From in- and outbound voice, email, web, chat, text, social media response, customer service and back-office support, MM Media helps its partners and their customers get the right answers.

We are not just another “call center.”

We are a team that becomes invested in our partners because we know that if you succeed, we succeed.

## What Makes Us Tick

We are thinkers.  
We are problem solvers. We care about the people we work with.

We believe by making everyone in the sales chain successful; we will ultimately make the company successful.



## Our Team

Lead by Matthew Morris who started the company in 2001 coming from an Advertising background; our team is flexible with its members coming from different industries and backgrounds.



Together we strategize to create solutions to improve communications and customer service, customizing workflows for your company and not a workflow your company has to bend to.

## Some of Our Partners



## Get-in-Touch

Call. Email. Snail Mail.

However you want to get in touch, we look forward to hearing from you and learning about your company.

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