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10 Steps to Building a Successful Product Support Programme



Introduction

Some consumers love product support packages as a way of buying into a closer, ongoing relationship with the manufacturer behind their favourite brands.

Deeper customer engagement and increased customer loyalty represent the “holy grail” of customer experience marketing.

Smart companies who match their customers’ needs for instant information and rapid repair response with their own high-quality service provision, not only support future product purchases, but also grow a large and profitable new revenue stream for the brand.

Delivering exceptional product support demands a long-term commitment where the upfront investments are high, but which are ultimately rewarded by exponential revenue and margin growth.

So, what are the steps to success?

Step One

Decide on which aspects of the programme to run in-house and which to contract out to specialist providers. You will probably want to deliver the support itself - whether this is online, over the phone or in the home by trained technicians – but you may choose to outsource programme administration.

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Smart Solutions Delivered With Integrity



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Step Two

In contracting with a specialist make sure you choose the right partner. One that has a proven track record with similar manufacturers (ideally your peer group), embodies the art of customer service and is a good fit with your brand values and your commercial ambition.

Step Three

Make it your business to continually listen to your customers' needs in terms of the support that they require to get the most out of their product, now and throughout the rest of its useful life.

Step Four

Develop tailored care plans to meet these needs and put in place the resources to deliver on your promises.

Step Five

Create mechanisms to promote the benefits of your product support to customers at point of sale or post purchase. These might include in-store leaflets, in the box brochures, stickers on the product or online marketing programmes.

Step Six

Encourage customers to register their products with you so that you build a CRM database. This will enable you to reach out to your customers and provide proactive service no matter how old their product becomes.

Step Seven

Collect further information on customers' needs through logistics, service and marketing interventions. Make this constantly available to frontline staff

Step Eight

Excel at delivering the product support that customers are paying for.

Step Nine

Continually listen to the voice of the customer and use it to innovate in terms of service, customer journey and product promotion.



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Step Ten

Synergise with new product launches, leveraging service support as an added value feature of the brand, reinforcing its reputation for quality.

3 Businesses with Successful Product Support Programmes

Looking for inspiration?

Here are 3 organisations that run successful product support programmes.

Apple - [AppleCare](#) Millions rely on AppleCare to keep their iPhone, iPad or MacBook up to date and trouble-free. AppleCare also offers trade-ins against new products

Dixons Carphone – [Team Knowhow](#) looks after millions of consumer electronics products from gadgets to laptops to home appliances

Domestic & General – The UK's leading specialist extended warranty provider, backed by some of the biggest manufacturers of boilers and domestic appliances



About the Author

Chris Dunn is passionate about the power of digital transformation and customer experience to create brand value, customer loyalty and competitive advantage.

His career stretches back 35 years during which time he has developed fast growing, profitable businesses serving B2B and B2C markets in the UK and internationally.

His company Chris Dunn Consulting Services Limited provides business coaching and management consultancy to companies to help them drive change management and business development.

Chris is a long-standing mentor on the Cambridge Venture Project run by the Cambridge Judge Business School.

He writes a regular blog to pass on business advice as well as posting handy hints and tips through regular posts on LinkedIn and Facebook.



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