



Chris Dunn Consulting

10 Steps to Building a Product Support Business

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.

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.



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Step Nine

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

Step Ten

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