Best Practice for Music Festival Online Customer Service

Customer Service can be provided in a variety of methods.

The following recommendations are in priority of effectiveness and productivity.

1. Help- desk system (more efficient than email or phone)
2. Email
3. Phone support
4. Livechat

The Transition from manual (pdf entries) to online (complete entry form online) will require you to assist your customers through the evolution.

The amount of time you will save from entries being entered by customers is enormous. The best way to ensure the transition is smooth is to offer an 'online helpdesk'. This will make it easier for both the festival staff and the customer.

What is an Online Help desk ?

A help desk provides customers with assistance for technical information on a product or service, while connecting to a support representative. The goal of an online help desk is to increase efficiency and productivity by providing timely answers to their questions and relevant information that can support them in solving their problems.

Benefits of a helpdesk online.

1. Allows staff to quickly record and track support issues that need to be resolved
2. Create Pre-recorded responses for repeat questions
3. Track the evolution of every support ticket from creation to resolution
4. Faster resolution times and increased customer satisfaction
5. Communication is logged, and both open and closed tickets are available until you delete them.
6. Improved efficiency offers regular cost savings, consequently the number of additional staff hours needed for support are minimized

How do we get started?

It's best to have this set it up well before you registration goes live to give you time to review all the features you can take advantage of. However, if you decide part way into your registration it's what you need it can be added within a day.

 Our list of recommended products:

http://www.hesk.com/
Provides a free version. View the demo video for an excellent overview of how it works.

http://osticket.com/index.php
Start with a free version. We can install it for you for a small installation fee.

http://www.livehelpnow.net
Provides a 30 day Free Trial.