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Top 5 Reasons Why Virtualization Technology is Surging

Anyone who has ever experienced remote PC support at home knows how convenient it is. Allowing a qualified technician at the other end of the phone take control of your mouse and keyboard via the Web, with permission, to fix a problem, is faster and more practical than either onsite or "tech-dictated" alternatives.



In recent months, VAR and B2B service providers have started to discover the advantages of extending U.S.-based, outsourced remote customer support to their own customers. It's not hard to see why this strategy makes sense: It's cost-effective. Off-site support is clearly less expensive than on-site alternatives involving truck rolls, travel time and appointment scheduling. But outsourced remote support providers provide other cost advantages. Since outsourcers can spread their training costs and infrastructure across multiple clients, they can pass on those savings and reduce unit support costs when compared to in-house operations.

It's scalable. Imagine a visit to the repair department at your local auto dealership. If a dozen cars are ahead of yours, all waiting to be repaired, you simply have to wait. In-house tech support staffs are a fixed resource, just like the dealer's staff of mechanics. Outsourced tech support providers, on the other hand, are big enough to quickly shift resources as needed to meet demand. It's like patronizing a repair shop that can fly in mechanics from across the country to get your car repaired fast.

It's timely. In the business world, when equipment or software goes down, revenue and profits are lost. Time sensitive, transaction-based businesses like retailers and banks are especially vulnerable to delayed repairs. That's why remote tech support staffs that are available 24/7 are invaluable in getting VAR customers back in business now -- not later.

It's extremely secure. VAR end-customers are put at ease knowing that U.S.-based remote customer support is typically the most secure service alternative there is. Reputable providers not only use highly encrypted Web connections, but also record every encounter in its entirety for auditing purposes. The best providers also make it a policy to conduct thorough background checks and drug screens on their technicians.

It ensures broader, deeper service. This may be the most powerful reason of all. When an on-site technician arrives to make a repair, the customer is limited to the expertise of that one individual. Remote support, by contrast, allows problems to be routed to a person with training in that particular specialty. And if the problem needs to be escalated, a second or third expert can be added online immediately -- no waiting days for another appointment.

With all that customer service means to any business, choosing a remote customer support partner is an important decision. Look for a provider with an established reputation and a list of quality companies on its client list. When asked, the provider should be able to provide tangible proof of its performance through customer satisfaction and Net Promoter scores -- most track their scores down to the technician level. The provider should also be able to integrate with your CRM system and provide seamless, private-label representation.

Perhaps surprisingly, remote tech support for VARs and other B2B companies is often a simpler task than servicing home PCs. The biggest difference is that businesses often have key applications that must be mastered. U.S.-based remote service providers are making it their business to understand and train for these applications. As long as this aspect is covered to your satisfaction, chances are good that you will lower your costs, improve response times, and raise your customer satisfaction ratings by working with an experienced remote customer support partner.

About the Author:

Ted Werth is CEO and founder of PlumChoice, the first remote services company for the consumer and small business markets. A recognized expert in the exploding technology services market, he is a frequently in the media and is the author of several patents in the areas of technology services. His career has included work with various data networking companies, such as Chipcom and 3-Com, as well as the creation and market delivery of an online collaboration service and a marketing portal for small businesses. He earned a B.S.E.E. from Lehigh University in 1982 and an MBA from Northeastern University.