



# The Hidden Cost of Support

Uncovering the hidden costs and business impact of Support within CCaaS providers.

Tickets					
	P	267400	Issue with phoneline		12/06/2020
	OH	653518	Kitchen table wobbly		15/08/2017
	P	558612	Broken Porch Screen		16/08/2013
	S	558612	Broken Porch Screen		12/06/2020
	S	487441	Master shower spout		28/10/2012
	P	653518	Broken Porch Screen		15/08/2017
	OH	558612	Issue with phoneline		15/08/2017
			Stove handle detached		15/08/2017
			Issue with phoneline		16/08/2013

<b>38</b> Open Interactions Default Campaign		<b>1</b> Messages Queued Default Campaign	
<b>00:07:12</b> Average Pause Default Campaign		<b>18</b> Online Default Campaign	
<b>00:00:06</b> Average Talk Default Campaign		<b>00:00:00</b> Average Wait Default Campaign	

Mr Smith  
11/10/12 @ 23:37  
**OVERDUE**

# Exploring the Business Impact and End User Satisfaction.

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Customer Engagement (CX) platforms and Contact Centre as a Service (CCaaS) providers are changing the dynamic by not just offering products but comprehensive Support structures integral to customer success, which involves the requirement for operating 24/7.

For software providers like Connex One, upholding service delivery is business crucial, and any downtime or issue that hinders agents' availability can lead to a rapid decline in CSAT scores and pose a significant risk of breaching clients' Service Level Agreements.

The financial implications of such disruptions highlight the critical nature of accessible and immediate support from the provider. Moreover, we explore the distinct advantages of an all-inclusive support system, emphasising the importance of uncovering hidden costs and complexities when support is not seamlessly integrated into the platform's pricing structure.

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# The Hidden Costs of Support in CCaaS

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Support services are often considered an add-on in traditional SaaS models, leading to a range of hidden expenses and complexities. Entitlements such as user-specific privileges, designated agents, value-added services, and custom dashboards contribute significantly to support costs. This results in elevated expenses and even implicated the executive team to take on first-line support roles; diverting them from core responsibilities, and exacerbating administrative tasks.

Contact centres and businesses thrive on efficient customer interactions. Yet, the support systems they rely on can become a double-edged sword, burdening organisations with hidden financial and business-impact costs that often go unnoticed until they become significant challenges. Beyond the initial subscription fees, there are several obscured expenses related to customer support, entitlements, and the challenges of resolving issues, particularly when relying solely on managerial intervention.

Self-service tools like Knowledge Base Articles (KBAs) and chatbots have emerged as essential Support mechanisms, significantly reducing the burden on traditional support channels. These tools empower users to troubleshoot problems independently, minimising the need for direct support interventions and thereby lowering support costs.

Onboarding and training new personnel present additional hidden costs. Managers may invest a substantial amount of time and resources in training new employees, particularly when they lack adequate support from the software supplier. The absence of comprehensive training programs from CCaaS and SaaS providers further compounds these challenges.

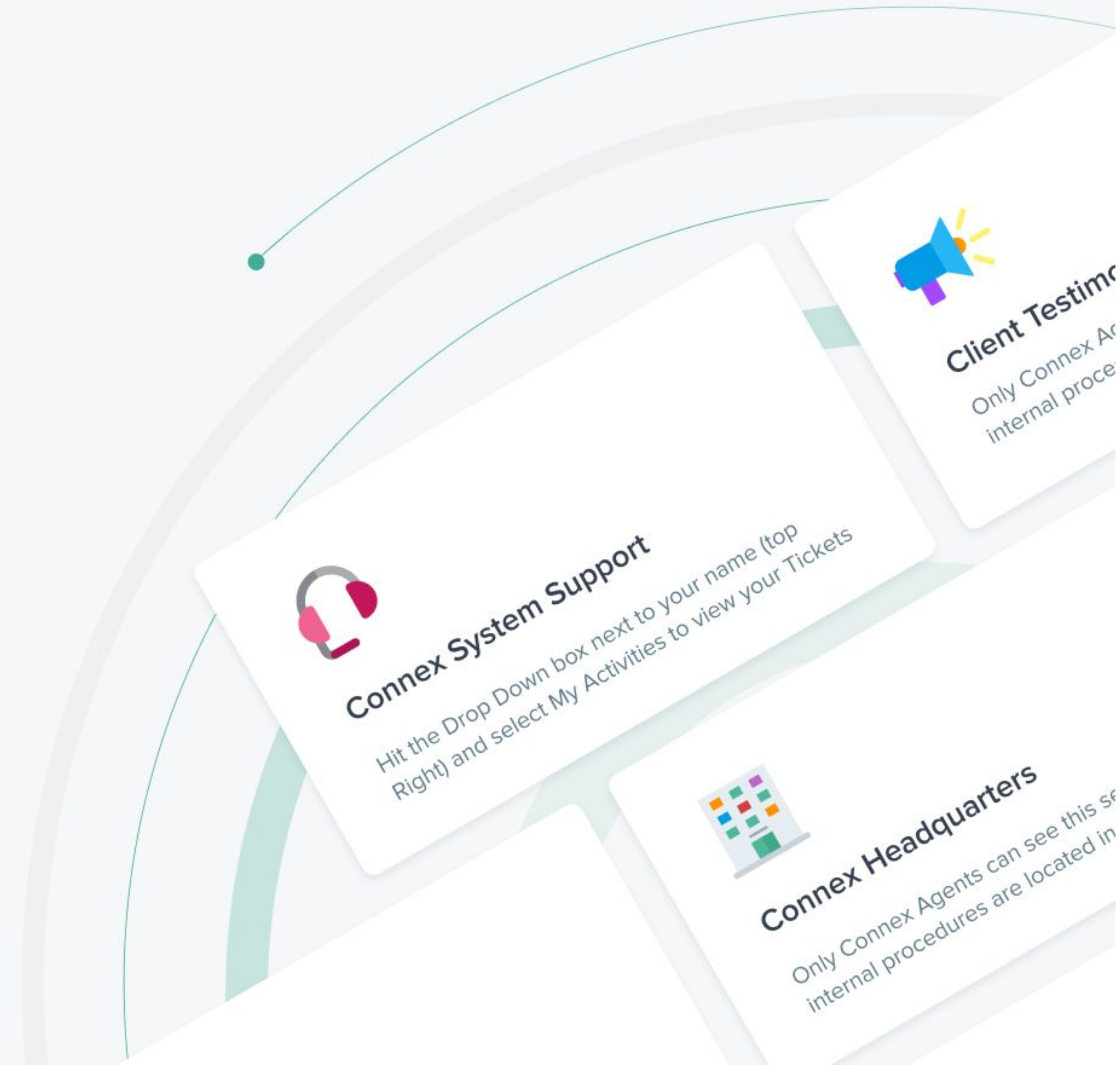
**Most SaaS Companies aim for a minimum of 38% gross margin for a Support team**

# Impact on Business

The impact on a business when encountering issues or struggling with unfamiliar software systems is significant. In the traditional model, resolution typically involves going through managerial channels, leading to increased wait times for issue resolution. In some cases, employees might resort to inefficient workarounds or simply continue with suboptimal methods due to the delay in resolving problems. The hidden costs of support stretches far beyond financial implications, but places severe stress on the business and time. Operational disruptions lead to prolonged downtime for agents, resulting in missed opportunities and revenue loss for their end customers.

This directly affects customer service delivery, with unnecessary wait times which has the ripple effect of lower customer satisfaction (CSAT) scores, and potential risks of breaching Service Level Agreements (SLAs). With additional and unexpected support costs, the business will be faced with additional financial pressures as the budget allocated for support services might not cover these hidden expenses, impacting overall profitability of the business. Moreover, the business is at risk of contract breach with clients, further undermining its reputation and financial stability.

The impact extends beyond financial implications, affecting the overall efficiency and effectiveness of the business. Employee frustration and productivity loss is experienced when internal staff face additional administrative tasks and unresolved issues. This leads to decreased employee morale and productivity loss as efforts are shifted towards managing support-related challenges.

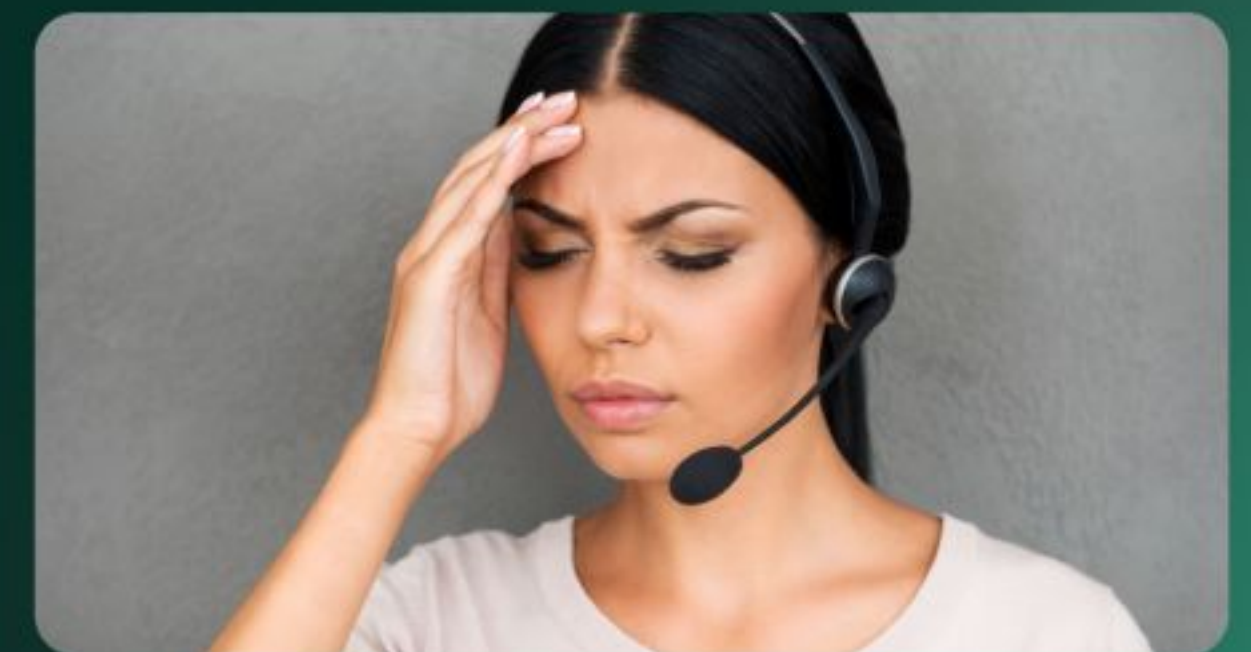


# Impact on End User

End users, the individuals seeking support from the business, bear the brunt of hidden support costs, experiencing longer wait times for issue resolution. Due to the hidden support costs, staffing is often the first point of call for cutting back on overhead expenses. With a shortage in staff, wait times become increasingly longer, further frustrating customers.

This delay can lead to frustration and a negative perception of the company, damaging its brand reputation for failing to meet customer needs promptly. The potential for mistakes on orders increases as users may rush through self-service options or encounter difficulties in navigating queues. In an effort to manage support costs, businesses may implement self-service options that redirect end users away from direct interaction with human support agents.

While self-service can be efficient, some customers prefer to speak to a human agent, and when this option is not possible, and customers are forced into automated or self-service channels, you further aggravate the customer experience. Ultimately, a bad experience with the business may prompt end users to seek alternatives, contributing to customer churn. The impact on end users goes beyond the immediate inconvenience, influencing their long-term perception of the business and its ability to provide efficient and effective support.



# Solutions to Mitigate Hidden Support Costs

Look for providers that offer an all-inclusive Support model that inherently mitigates these hidden costs, fostering a host of advantages for businesses:



## Streamlined Costs and Simplified Pricing

With support services included in the platform's price, the provider ensures transparency and simplicity in cost structures. Users benefit from a predictable and straightforward pricing model, eliminating the need for additional fees associated with support entitlements.



## Unrestricted Support Entitlements

Providing unrestricted support access to all users, eradicating the need for privileged access allocations or specific user counts, allowing every user to engage in support cases without added costs.



## Dedicated Support Resources

A dedicated and experienced support team eliminates the necessity for assigning specific agents or diverting executive team members to support roles. This ensures that all users receive timely and professional assistance without additional expenses or administrative tasks.



## Value-Added Services as Standard

Look for value-added services, like custom dashboards and specialised assistance. Users benefit from these without incurring extra costs, facilitating improved user experiences and business productivity.



## Enhanced Operational Efficiency

By removing the financial and administrative burdens associated with support, businesses can refocus their efforts on core activities. Executive teams can dedicate themselves fully to strategic decision-making and overall business enhancement, enhancing operational efficiency.



## Emphasise Self-Service Support

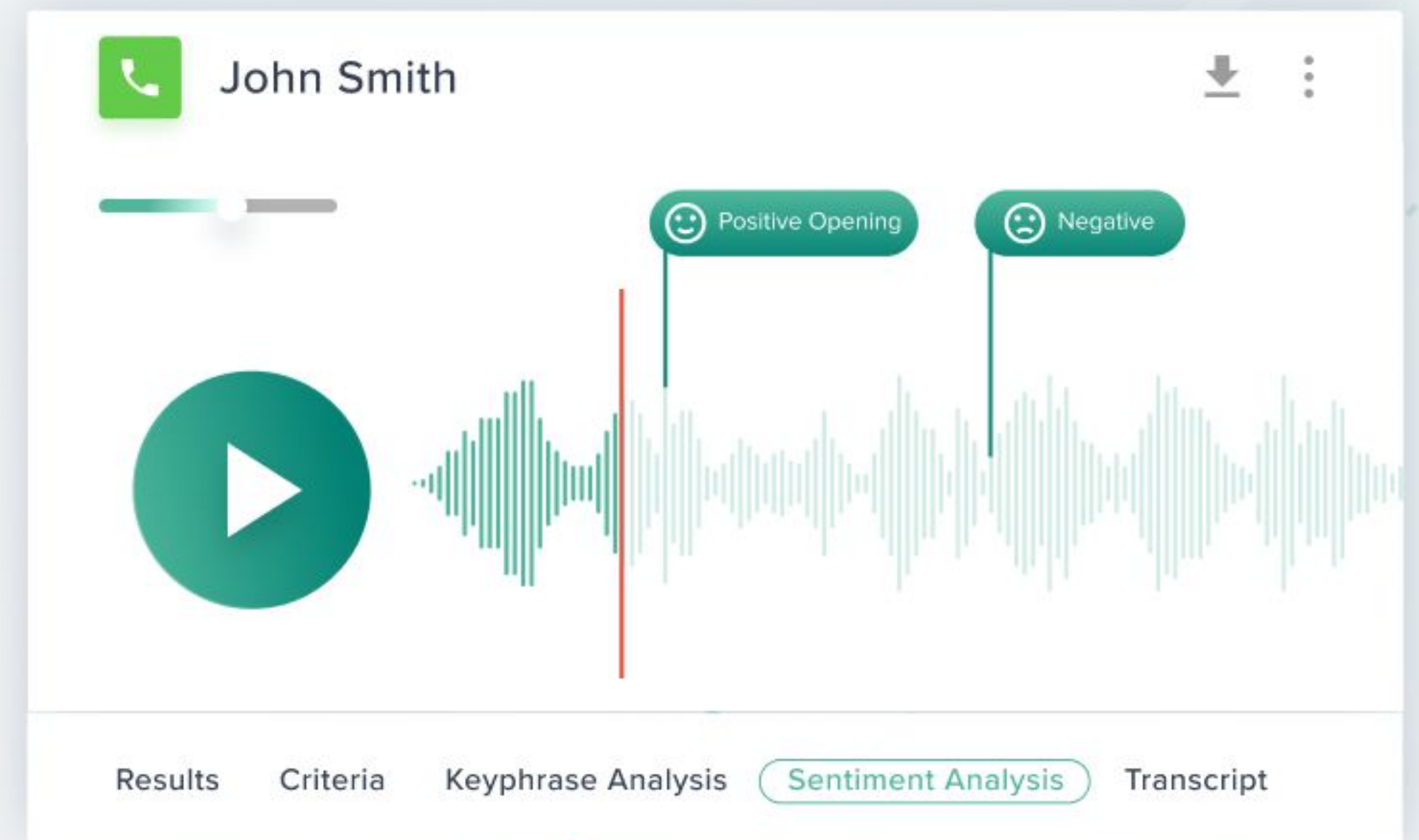
Encourage and facilitate the use of self-service tools like KBAs and chatbots to empower users and reduce the reliance on direct support.

# Solution - Technology Shouldn't be a Barrier to Success

The hidden costs of support within CCaaS providers have far-reaching implications for both businesses and end users. The business impact is multifaceted, stretching beyond financial strains to operational disruptions, missed opportunities, and potential contract breaches. As operational efficiency diminishes, so does employee morale and overall productivity. On the other side of the spectrum, end users face prolonged wait times, potential order mistakes, and a diminished perception of the company's commitment to efficient and effective support. The dependency on managerial intervention for issue resolution, the inflated support costs due to entitlements, and the lack of comprehensive onboarding from software suppliers all contribute to these hidden expenses.

This white paper has shed light on the critical need for an all-inclusive support model within CCaaS companies to mitigate these hidden costs. The suggested solutions focus on transparency in pricing, unrestricted support entitlements, dedicated support resources, value-added services, and an emphasis on self-service support tools. By adopting such a comprehensive Support system, businesses can streamline costs, enhance operational efficiency, and provide a superior support experience to end users.

In the ever-evolving landscape of customer engagement, understanding and addressing these hidden support costs is paramount for sustaining business success. As the industry shifts towards a more customer-centric approach, the significance of a robust and transparent support structure cannot be overstated. It is not merely a financial consideration but a strategic imperative for businesses aiming to thrive in the competitive realm of CCaaS.





### **Manchester, UK (HQ)**

[www.connexone.co.uk](http://www.connexone.co.uk)

0333 344 2435

[hello@connexone.co.uk](mailto:hello@connexone.co.uk)

### **Barcelona, Spain**

[www.connexone.co.uk](http://www.connexone.co.uk)

+34 960 13 60 76

[hello@connexone.es](mailto:hello@connexone.es)

### **Miami, US**

[connexone.io](http://connexone.io)

0333 344 2435

[hello@connexone.io](mailto:hello@connexone.io)

### **Stockholm, Sweden**

[www.connexone.co.uk](http://www.connexone.co.uk)

+46 8 120 20 500

[hello@connexone.co.uk](mailto:hello@connexone.co.uk)

### **Durban, South Africa**

[www.connexone.co.za](http://www.connexone.co.za)

+27 87 550 2770

[hello@connexone.co.za](mailto:hello@connexone.co.za)

### **Melbourne, Australia**

[connexone.com.au](http://connexone.com.au)

+613 9917 8221

[support@connexone.co.uk](mailto:support@connexone.co.uk)

### **Nigeria, Africa**

[www.connexone.ng](http://www.connexone.ng)

+27 87 550 2770

[hello@connexone.co.uk](mailto:hello@connexone.co.uk)

### **Kenya, Africa**

[www.connexone.co.ke](http://www.connexone.co.ke)

+27 87 550 2770

[hello@connexone.co.uk](mailto:hello@connexone.co.uk)