



# Prioritize support services to rise above the competition

To stay competitive in this digitally transformed world, companies need fast and effective support services, according to a new IDC white paper sponsored by LogMeIn.

To better understand how existing support technologies are meeting the needs of users, IDC surveyed 450 people about their support experiences and preferences at work and on their personal devices. IDC also surveyed 950 support providers for information about their support programs and the technology they use to deliver support.

Today's users expect consistent, high-quality support experiences, whether seeking help with consumer technology or reaching out to their support team at work. They want support that is available on any type of device or connection, in any location, in any language, and they want it delivered through their chosen method of communication. Users also value support services that deliver rapid problem resolution, according to the survey results.

However, 60 percent of respondents said that support teams took a long time to fix issues or that their problems were not resolved at all. When these negative support experiences occur at work, they compromise productivity, impeding progress and forcing employees to ask busy colleagues for help. That's why more than 50 percent of users said fast and effective support at work is critical to help them do their jobs.

Effective support services can also elevate a company in the eyes of users. Of these respondents, 67 percent closely related their support experience with their feelings about a company overall.

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**Fast and effective support** is a key foundational requirement in a digitally transformed world.

— IDC White Paper, sponsored by LogMeIn, "Support Service as a Competitive Differentiator," October 2017

## Identifying critical support challenges

Many support teams are still relatively immature in their ability to deliver fast, effective support. Often these providers operate reactively instead of proactively. Their processes and tools are rudimentary.

These support challenges are likely to continue for several reasons:

- **42 percent** of support providers said that their investment in more advanced technology to empower support organizations will be limited in the future.
- **Nearly 30 percent** of support providers said that reducing the cost of support is more important than customer satisfaction.
- **22 percent** of support organizations reported that their executive leadership does not understand the critical role of support.

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**The ability to provide fast and effective service** is inextricably linked with customer satisfaction, worker productivity and business success.

— IDC White Paper, sponsored by LogMeIn, “Support Service as a Competitive Differentiator,” October 2017



## Employing advanced support tools to drive business advantage

Despite the clear connection between effective support and competitive advantage, many existing support tools remain inadequate to meet the needs of sophisticated users. They simply lack the functionality required to satisfy user demand.

Yet there are some advanced solutions that can help. Seventy-five percent of support organizations that use remote support tools agreed that they improve the customer experience. And 85 percent of users said that remote control and access help resolve their issues more quickly than other methods of support.

By adopting new remote support technologies that will meet the changing, increasingly demanding needs of users, organizations can create stronger partnerships with customers while boosting trust and revenue.

To learn more, [read the white paper](#) from LogMeIn and IDC.

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