

Support First: Standing Behind Your WordPress Products



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Me

- From Colombo, Sri Lanka.
- Been using WordPress since 0.70
- Used to be a high school English teacher.
- Happiness Engineer at Automattic.



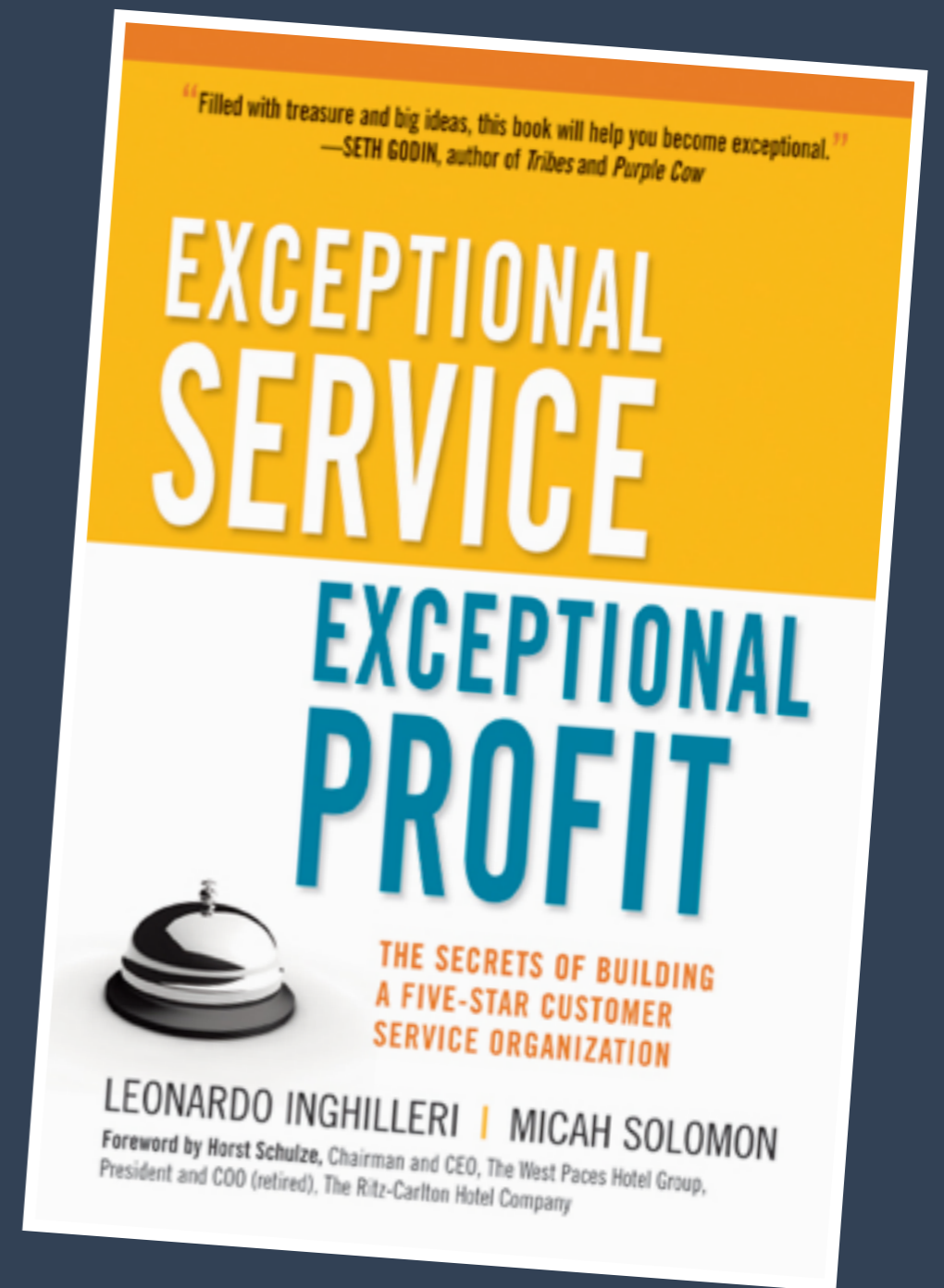






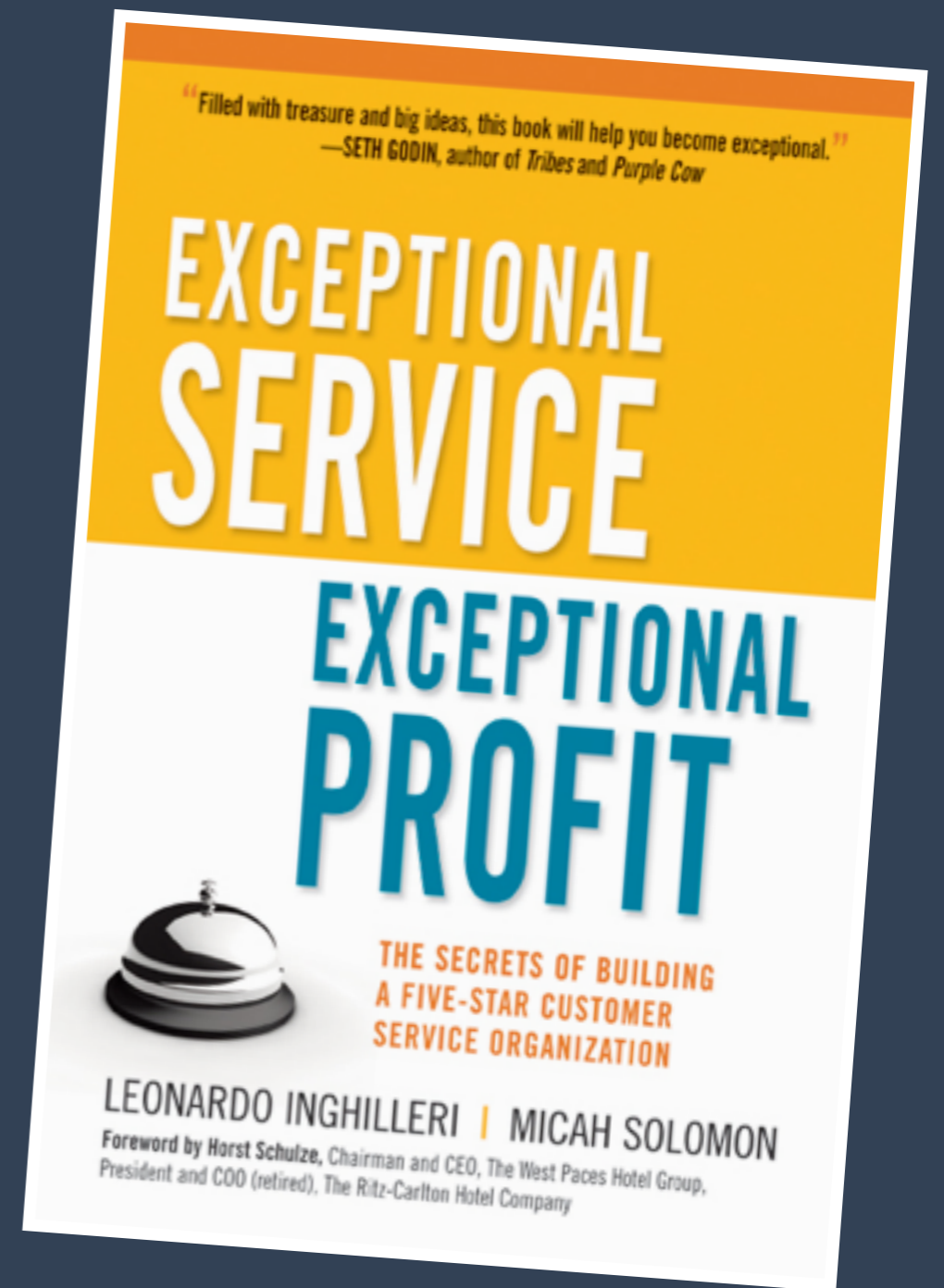


“The primary threat to a business today is the perception by customers that all you offer is a replaceable, interchangeable commodity.”



*Exceptional Service, Exceptional Profit:
The Secrets of Building a Five-Star Customer Service Organization*

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*Exceptional Service, Exceptional Profit:
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Google



27%

What makes you different?



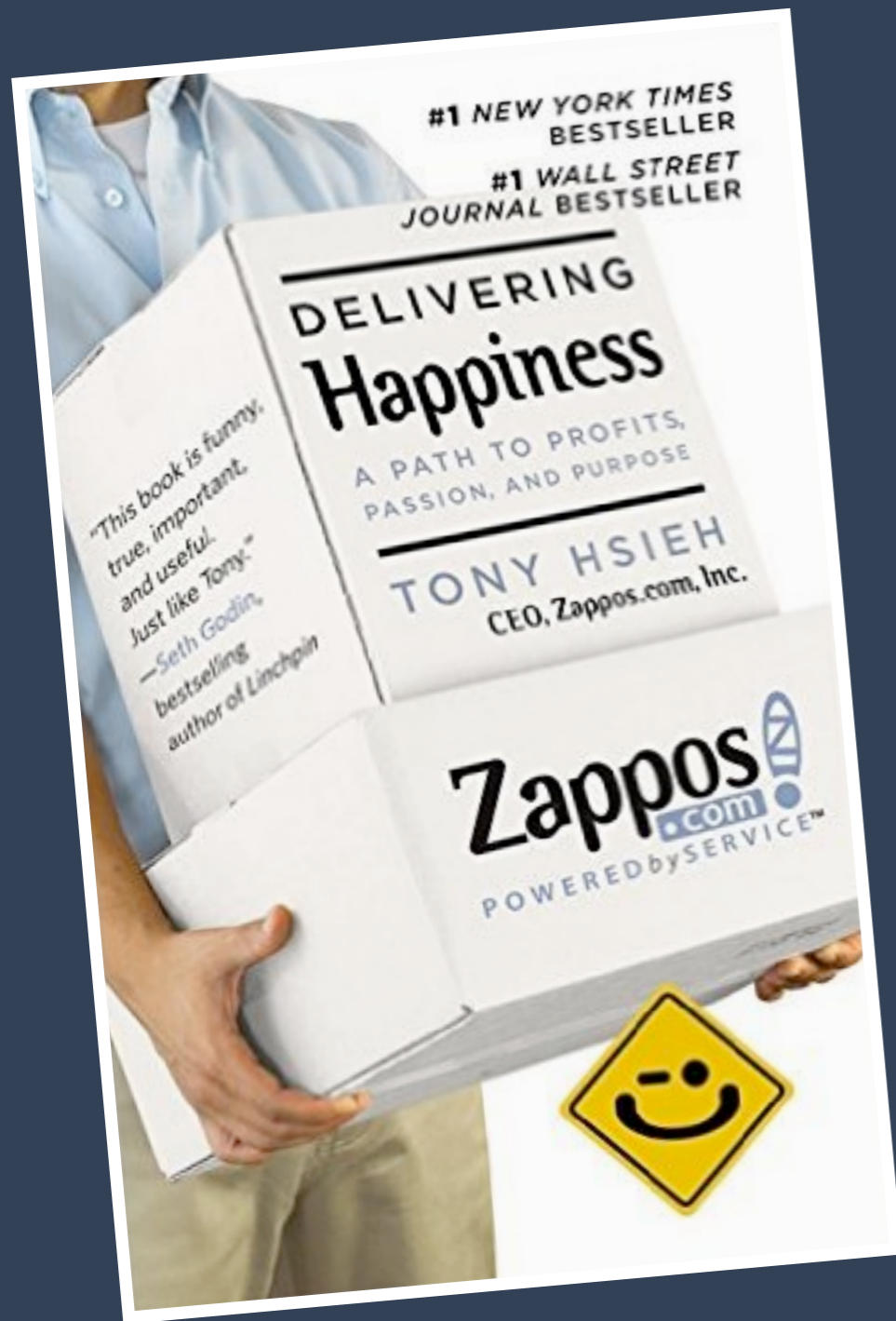
Support



Support First

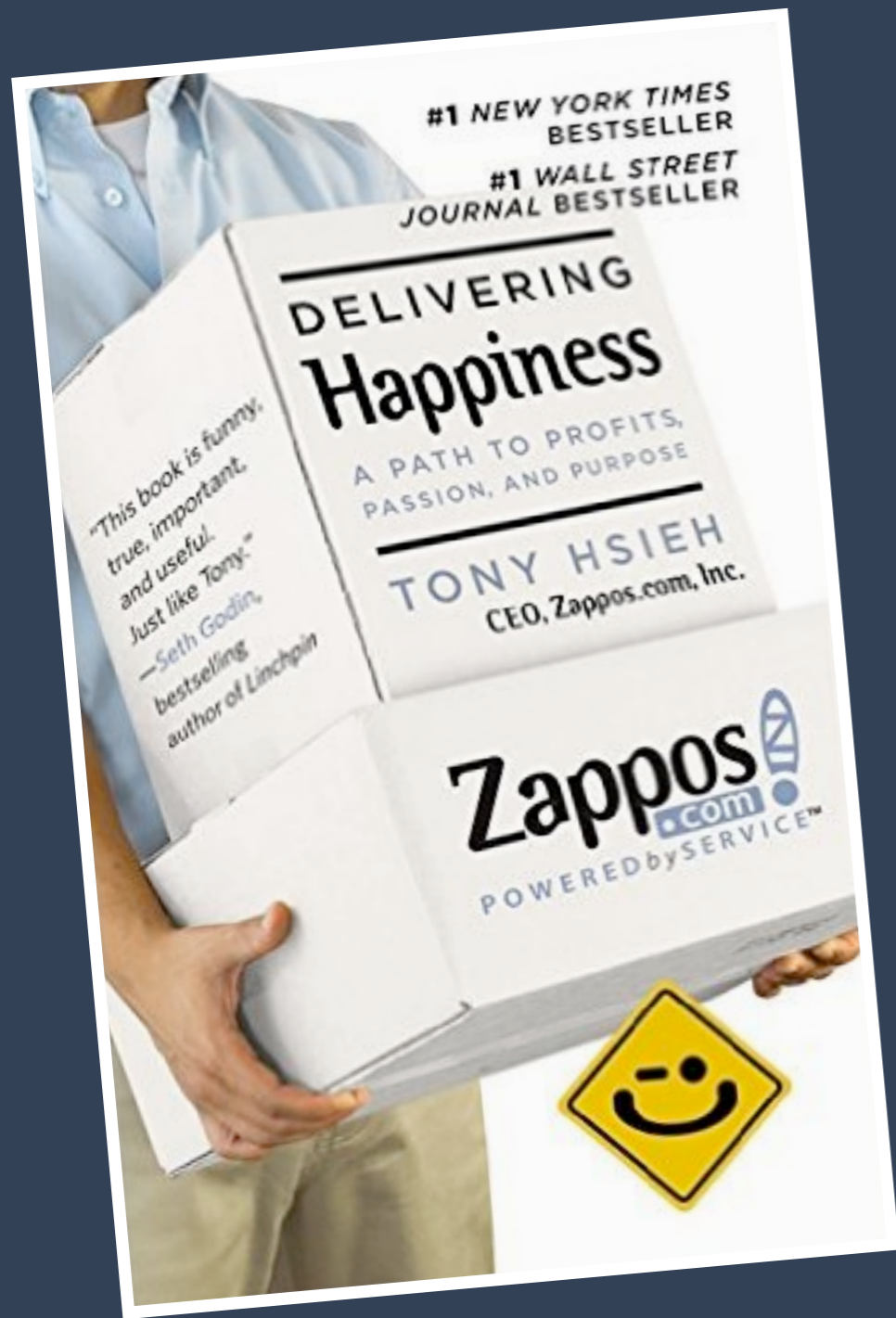
Cost

for support



“take [...] the money we would have spent on paid advertising and invest it into customer service”

Tony Hsieh, *Delivering Happiness: A Path to Profits, Passion, and Purpose*



Branding through customer service.

Tony Hsieh, *Delivering Happiness: A Path to Profits, Passion, and Purpose*

You do not deal in plugins.

You do not deal in themes.

You deal in dreams.











LTV

Life time value

What sort of **relationship**
can I create with this sale?

How much 💰 can I make
from this sale?

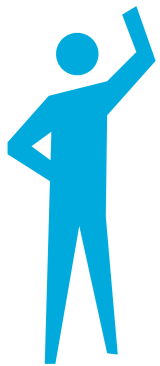



Hi I need to install \$PLUGIN on my WordPress.

Also, when I copy my post from Microsoft Word everything is messed up.

And I copied the Twitter embed code from Twitter but it won't work.

And how can I start making money with ads?






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And how can I start making money with ads?

Hi!

- 1) Please send me your FTP details so I can install \$PLUGIN for you.
 - 2) Here is how you can copy content from MS Word to WordPress - <http://link-to-support-article>
 - 3) Please send me your twitter details and I will install it for you.
 - 4) You can sign up for Google Adsense here - <https://link-to-adsense>
- 

Charge

for support



Hi I need to install \$PLUGIN on my WordPress.

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Hi! We have a lot of stuff to do on your site, don't we? :)

First, let's setup \$PLUGIN!

Without that, nothing else will work. Follow these steps to get going - <http://link-to-support-article>

After you're done, we can setup your Twitter feed using this plugin - <http://link-to-plugin>

Finally, we are happy to help with your formatting for free, but we'll need to **bill you hourly** for setting up your advertising.



Please I really need a banner for my site. Can you make me one?

But you are a graphic designer!


Your support sucks! I want a refund.



Sorry! I don't do graphics for customers. You will need to hire a graphic designer if you want help with that.

I'm really sorry, but like I said, I don't do custom graphics for clients.





Please I really need a banner for my site. Can you make me one?


But can't you just do that for me? I've already paid you, right?

OK. Can you recommend me really a good designer though?

Right **now, we're focusing on setting up \$THEME**. If you want some graphics done, we can talk about that afterwards, and I can recommend some designers who do work like that.

The **product you paid for is \$THEME**. Keeping it secure and up to date is where my time goes. But I can definitely find you someone who can!

Sure! I'd be happy to connect you to **\$PARTNER_AGENCY**, who can develop some graphics for you.



patience

documentation

troubleshooting

teaching skills

communication

empathy

testing

Hire

for support







Matt Mullenweg ✓

@photomatt

 Follow

@5by5 @danbenjamin @zeldman the way you make customer service and support great is to put the best people in the company on it.

RETWEETS

16

LIKES

12



12:20 PM - 24 Mar 2011



Support is a career.







Support First

Cost for support.

Charge for Support.

Hire for support.

We're always hiring for support!



<http://automattic.com/work-with-us/>

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Thanks



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