

Merchant Support

Good customer support represents the investment in the relationship between your business and customers

If payments are complex for businesses and platforms, they can seem even more complicated to their customers. While merchants may not understand the full infrastructure of your business, they still expect a smooth user experience. Merchants depend on support teams to solve their issues and answer their questions regarding everything from fraud to chargebacks to settlements. This entails a delicate balance between product knowledge, efficiency, and attitude. Good customer support represents the investment in the relationship between your business and your customers.

What are the benefits of good customer support?

- **Customer retention:** Merchants who are satisfied with the support that they receive are more likely to remain attached to a business.
- **Stronger reputation:** Merchant support can make or break a reputation. Excellent support lets people know that you are a customer-focused business.
- **Attract new customers:** Positive reviews will draw in merchants who are searching for a better service experience
- **Increased revenue:** A stable business that consistently honors customer needs is dedicated to reducing friction in order to drive more revenue.

What kind of support model do you want to provide?

- **One stop shop:** A business can hire a dedicated team to handle all support operations in-house. This often results in quicker response times and resolutions but demands high-level training and can become very costly.
- **Hand-off:** One team receives incoming customer concerns and directs the issue to the appropriate team to be resolved. This model is built for support that involves more technical knowledge but requires flawless communication between all involved teams and the merchant.
- **Offshore:** All customer support needs can be handled by an outside source to simplify the operations of a business. Leveraging experts in merchant support lowers overall costs and reduces staffing issues.

What do businesses consider when forming a support team?

- **Response time:** Every company sets different standards for how quickly they deal with tickets. Support can differ between free users and premium, paid users.
- **Attitude:** Businesses vary in their customer-facing tone and attitude. Teams choose how accessible they want their agents to be and what process that entails.
- **Mechanisms:** Live chat windows and phone conversation capabilities are more personal but involve more manpower and money. Redirects on the site and delayed email responses are cheaper options but can sacrifice user experience.
- **Evaluation:** Assessing the content of tickets received is an opportunity for businesses to develop. Recognizing and analyzing patterns can produce a more efficient and systematic operation.

Happy customers stay loyal and spend more. Whatever model you choose for your business is an important decision that ultimately affects sales. To learn more about what WePay can do to support merchants, click [here](#), or visit wepay.com.