

About Me - @andrewlimaZA

- Using WordPress for 5 years +/-
- Developing custom solutions for WordPress for 1 year
- Owner of ARCTEK Technologies
- Support Engineer for WP Google Maps, WP Live Chat Support and Paid Membership Pro plugins.

What I will be covering in today's talk

Users:

- Where to find help
- Paid vs Free support
- How to get optimal support

Developers:

- Why is great support important to your business
- How to offer great support to your users
- Why WordPress needs you



My site is broken - Who do I turn to?

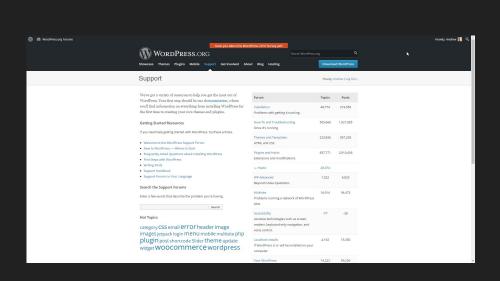
WordPress related issues:

- http://wordpress.org/support
- Slack channel (wpsouthafrica.org)
- Phone a friend
- Documentation

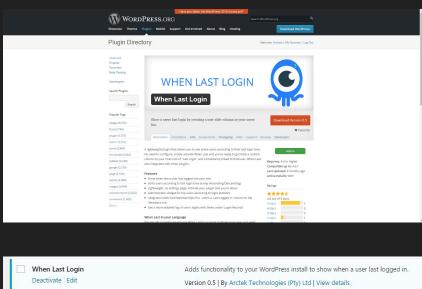
Plugin/Theme issues:

- WordPress support forum for that specific plugin/theme (https://wordpress.org/plugins/<plugin-name>)
- Developer's website
- Github issues
- Slack channel (wpsouthafrica.org)
- Phone a friend
- Documentation

wordpress.org/support



wordpress.org/plugins/when-last-login



Free vs Paid Support

Free Support:

- Sometimes fast turnaround time
- Sometimes no turnaround time
- Support until login required
- Generally only WordPress.org forums
- Community help

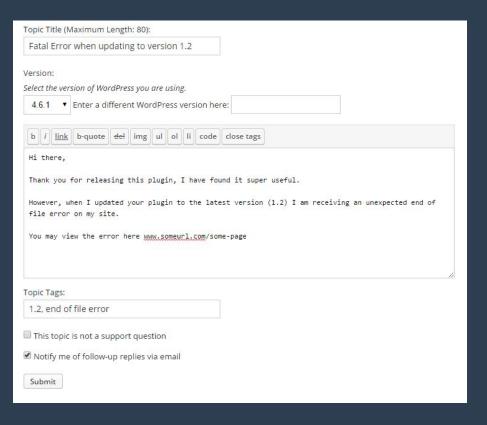
Paid Support:

- Faster turnaround time
- Support staff login to your site
- Multiple forms of communication (Teamviewer, Skype, Email, Forum etc.)
- Some Customizations

How to get optimal support

- Keep it as short as possible
- Be as descriptive as possible
- Have patience especially if it's free support
- Explain what was the last thing that happened before experiencing the issue
- Be friendly and respectful towards the support team
- Ensure your login credentials work (do not send your own admin details create new details)
- Test your login credentials for WordPress and FTP details to ensure they work
- Check user permissions if running a custom user role plugin
- Don't bump unanswered threads
- Try and keep your replies into one message that is easy for the support team to follow along
- Find out the support team's timezone and forms of allowed communication

Example of how to open a support thread



General feedback for users

- Have empathy for the user on the other end we're all human
- 1 topic per thread is ideal
- Threads automatically close within a couple of days
- Leave an honest review (1 5 star)
- Thank the support engineer once your issue is solved



Why is support so important

- You may have the best plugin out there but if it's lacking support it won't work
- It drives sales
- Gives customers a sense of security
- More happy customers = more ratings = more sales
- Free support will most likely end up becoming a paid customer if their free support experience was well received.

How to offer great support to your users

Tips:

- Rapid response
- Do not use generated text for solutions cut down as much as possible
- Follow up with your customers to see if everything is working as expected

Tools:

- Nifty Desk (Free WordPress plugin)
- Zendesk (Email support system from \$5 per agent)
- BBPress (Free WordPress forum plugin what WordPress.org uses)

Why WordPress needs you

WordPress is community driven and relies on users and developers to give back in some form or another. Most of the people offering support on the WordPress.org are voluntary.

The Challenge

Answer at least 1 thread during the course of WordCamp Joburg (What's left of it) wordpress.org/support

Q & A