AnswerDash

Ticket Deflection

Before implementing AnswerDash, it is first important to take into consideration the following questions to ensure your success:

1. Where are people submitting tickets on your site now?
2. What are people asking about in your tickets?

These questions should be addressed upfront because your content (both quality and type of content) is the starting point for deflection, as well as increased conversion. With AnswerDash, no longer must a website user go off to scour the "help island" like stand-alone knowledge bases, FAQs, and forums to find the answer for themselves. Instead, the answer (and all your content) is brought to the user's point of action.

With this in mind, it is important to note that sometimes customers can see an increase in tickets after launching AnswerDash. This can be due to for several reasons:

- The tab is newly launched and visible for users to submit questions.
- The content you have published or is in your synced knowledgebase articles is not the right content for a specific area on your site and/or users are not finding the answers they need to meet their end goal(s).
- AnswerDash isn't placed in front of all other escalation channels and therefore tickets are coming in through those other channels as well as AnswerDash.

To avoid possible deflection inconsistencies, we recommend the following best practices when thinking about where you want to put AnswerDash on your site:

- Ensure your customers see AnswerDash before they see your support email address and/or contact information so they find self-service answers before contacting you.
- Consider limiting the number of new questions that can be submitted, turn off the ability for visitors to ask new questions, OR enable "suggest a question" as another option to set expectations with users initially as you work through the support and content process. This provides opportunities to gather questions and content gaps that then can be published for all visitors for future deflection.
- Consider adding new "Pages" (additional URLs where you'd like the tab to appear) or "Question groups" (used to organize Q&A into meaningful groups that customers can then use to specify exactly which question groups should appear on each of the pages they have defined) for targeted delivery of pre-sales, post-sales and more technical Q&A in the areas on your site that correspond with what people are asking in your tickets.
    - Receive a lot of pre-sales questions? Publish them through AnswerDash on your pre-sales website.

- Receive a lot of post-sales questions? Determine where customers come for help (a support page, a contact us page, behind the login, etc.) and put AnswerDash there with the most frequent post-sales questions.

Over the following weeks as you continue to grow your Q&A self-service answer layer, we recommend the following tips for streamlining your content:

- Spend some time each day, each week at a minimum, publishing new Q&A.
- Make adjustments in content gaps and bulk up content on lower usage pages.
- Generalize and restate questions and write Twitter-sized answers, adding links to more material, including your knowledge base articles, as necessary.
- Drill down into the "hotspots" that highlight where on the page the most common and popular questions are being asked to glean insights into where you might add additional content.