

I'm Ali Rayl.

I work on the internet.

Support is probably
not your end goal.

Startup #1, the
successful one,
circa 2000 (pre-
acquisition):

Developers
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Startup #1: Our Support Toolset

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- Home-grown FileMaker Pro database — CMS **and** email support tool
- name-support@ email addresses — all support correspondence in the database
- A single phone number for support — every developer had an extension on their desk that would ring

Startups #2 through #6

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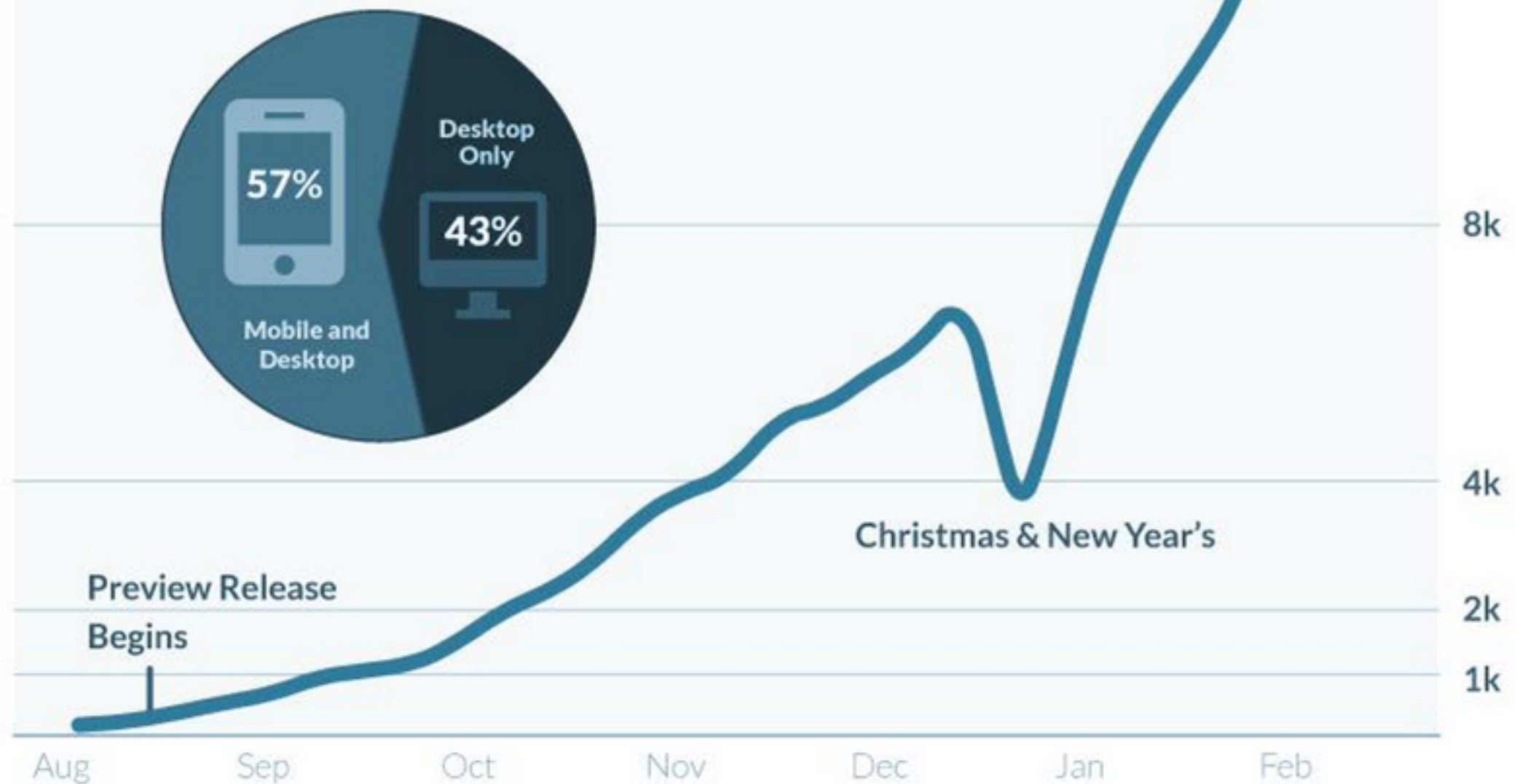
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Startup #7: Glitch

Startup #7:

Startup #7: Slack

Slack daily active users, first six months

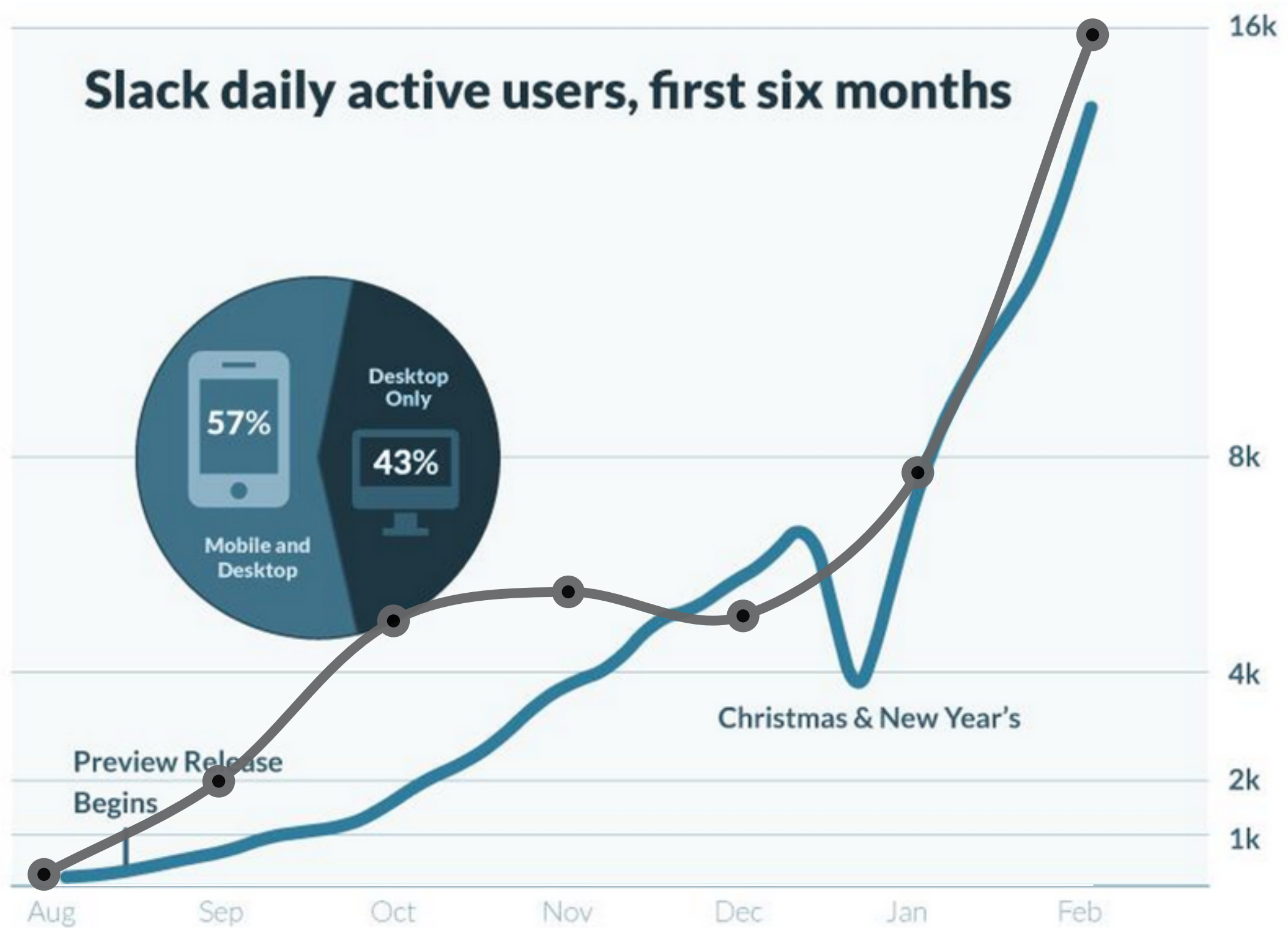


Marc Andreessen @pmarca · Feb 9

Slide from @SlackHQ update deck. I have never seen viral enterprise app takeoff like this before--all word of mouth. pic.twitter.com/oTkUDAQbXX

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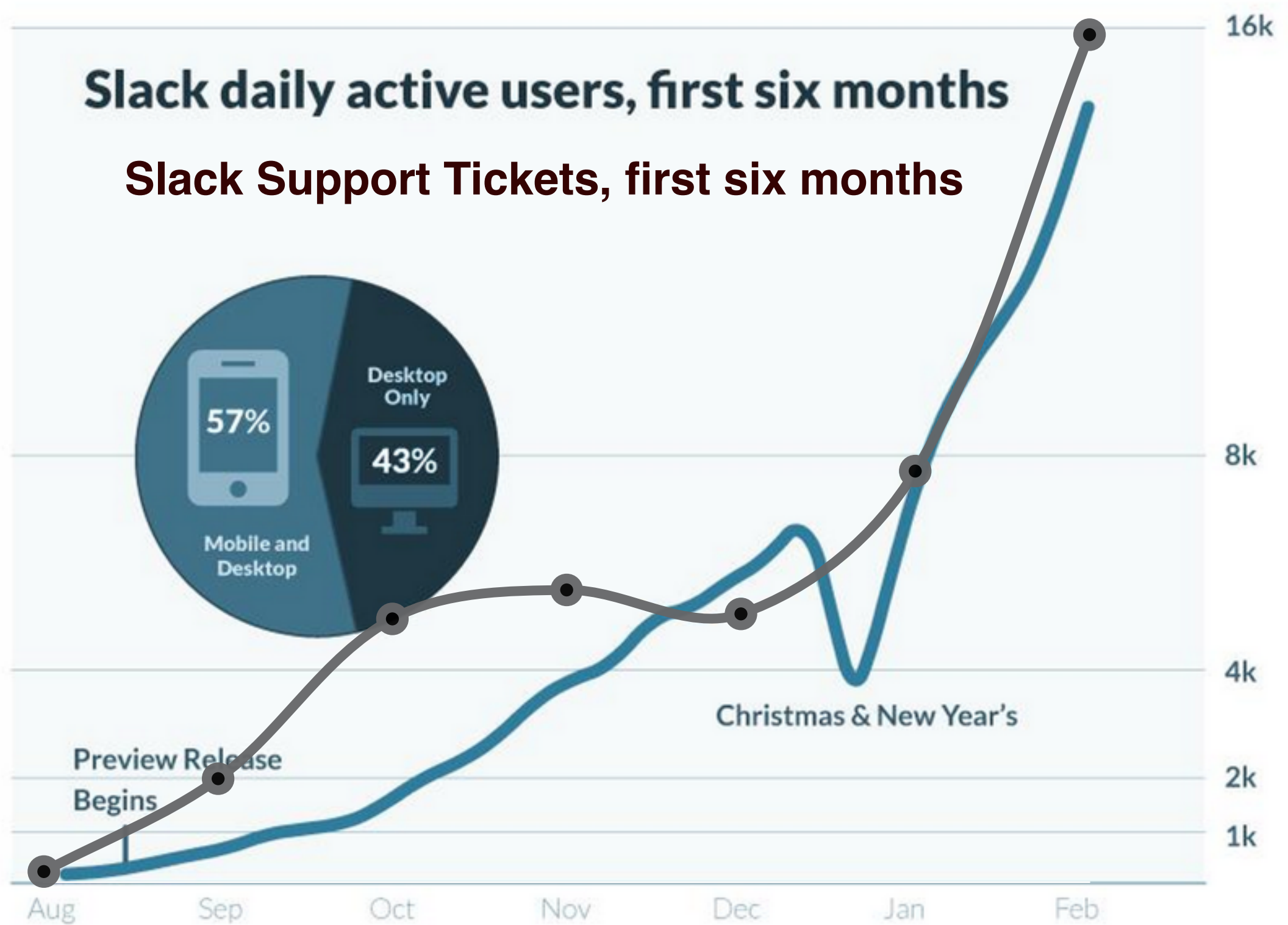


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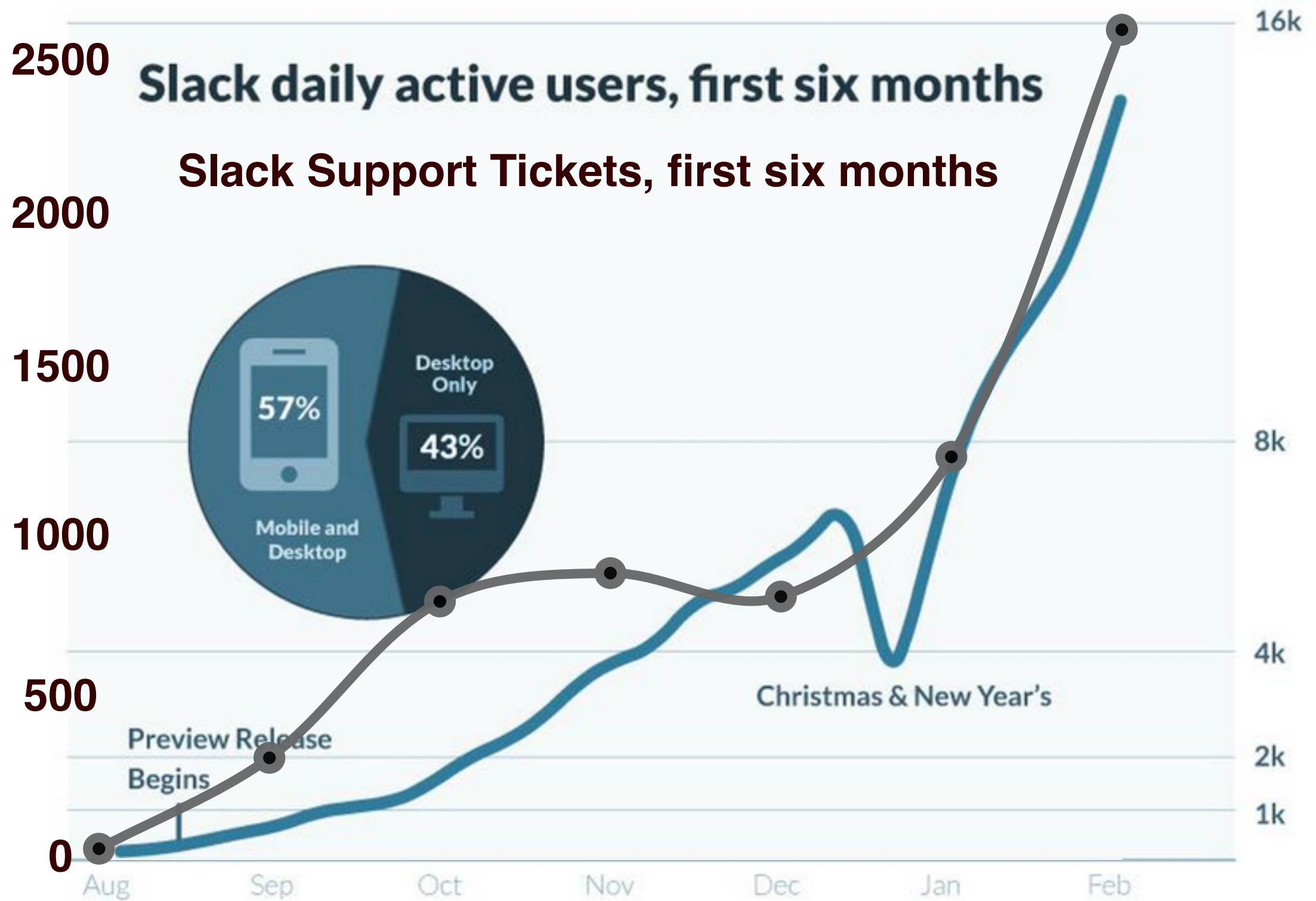


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Lessons from the first major growth phase

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- Structure your support queue through a triage process

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- Choose a tool that you can grow into as your customer base grows

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- Structure your support queue through a triage process
- Choose a tool that you can grow into as your customer base grows
- Give yourself the ability to throttle growth if it has the potential to outstrip your ability to support it

Slack Support Triage

- Problem
- Question
- Feedback
- Feature Request

About field

Choose a support tool that can handle growth

- Hit our 20x growth moment and realized that we had no sustainable way to manage the support queue
- Resulted in lots of hacks and workarounds and wasted time
- The extra monthly cost of a better tool was more than offset by the cost of the time we lost dealing with the cheaper tool

Give yourself the ability to throttle during growth periods

- Realized early on that new user onboarding was the most support-intensive time for a user
- Users were invited to the platform when we were confident we could support them
- Provided a line-skipping mechanism (referrals) for those who weren't keen on waiting for an invite

Slack daily active users, first year

Preview Release period: 8/13-2/14

First six months of DAU,
as tweeted by @pmarca,
Feb. 9, 2014

14.6K

8K

4K

2K

1K

Slack's official launch, Feb. 12th, 2014

128,000

64,000

32,000

16,000

8,000

4,000

Aug Sep Oct Nov Dec 2014 Feb Mar Apr May Jun Jul Aug



Marc Andreessen @pmarca · Aug 13

I first tweeted about Slack's viral growth on Feb 9; here's what's happened since. Unprecedented. @SlackHQ
pic.twitter.com/U5xUdF8BHJ

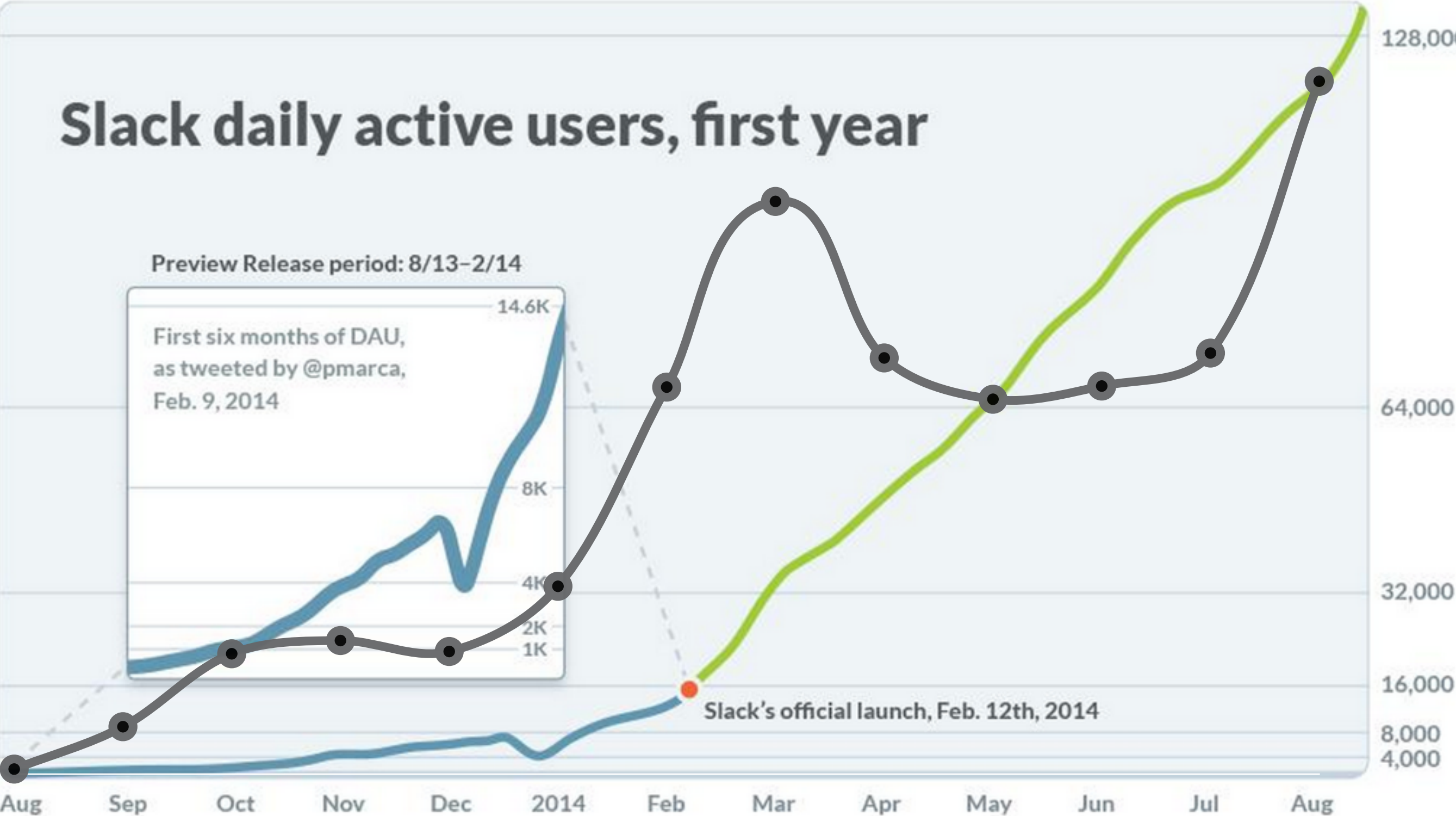
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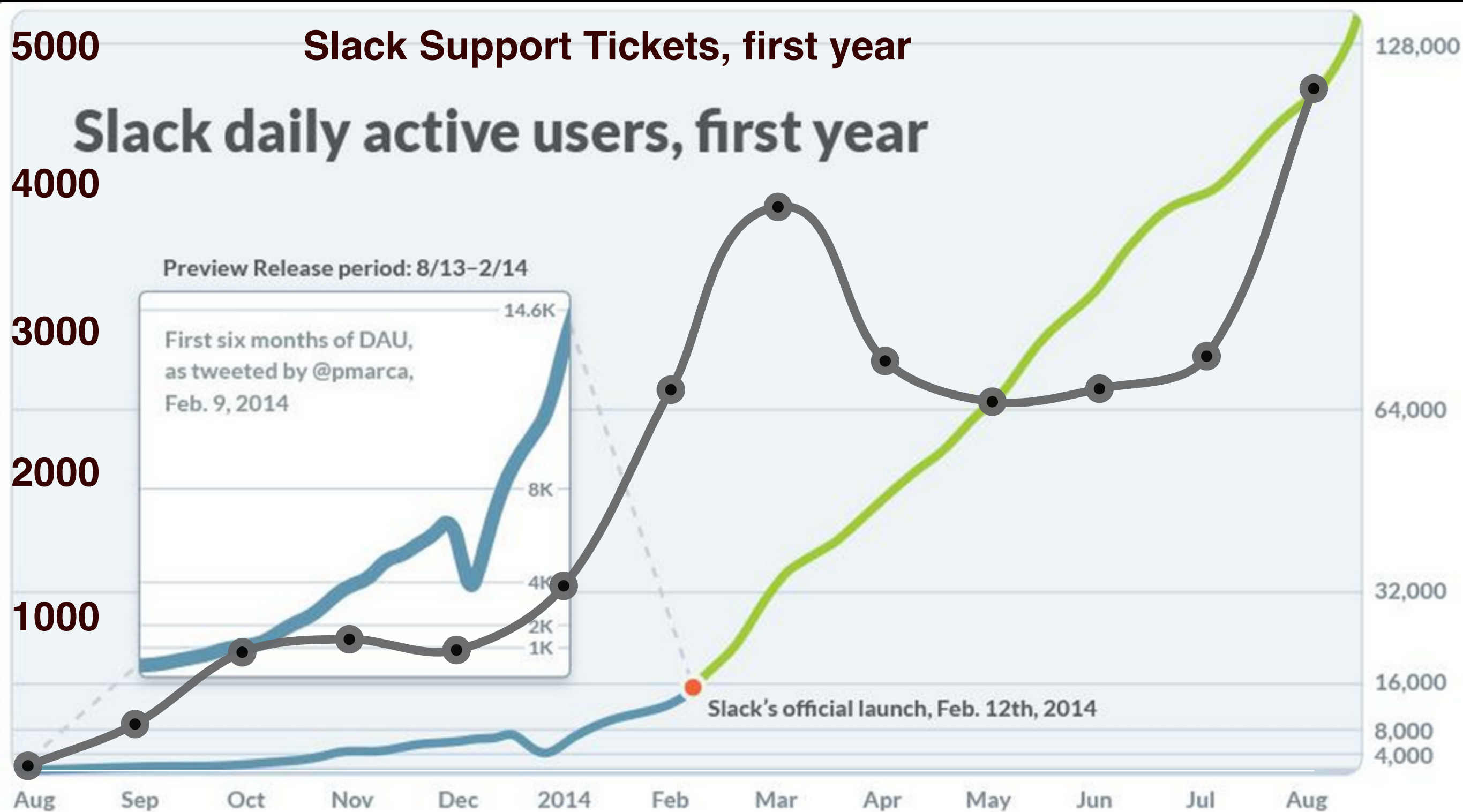
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Lessons from the second
major growth phase

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- Know your PR cycles

Lessons from the second major growth phase

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- Unless you have some reason to believe that this time will be different, assume it'll be roughly the same as last time

Lessons from the second major growth phase

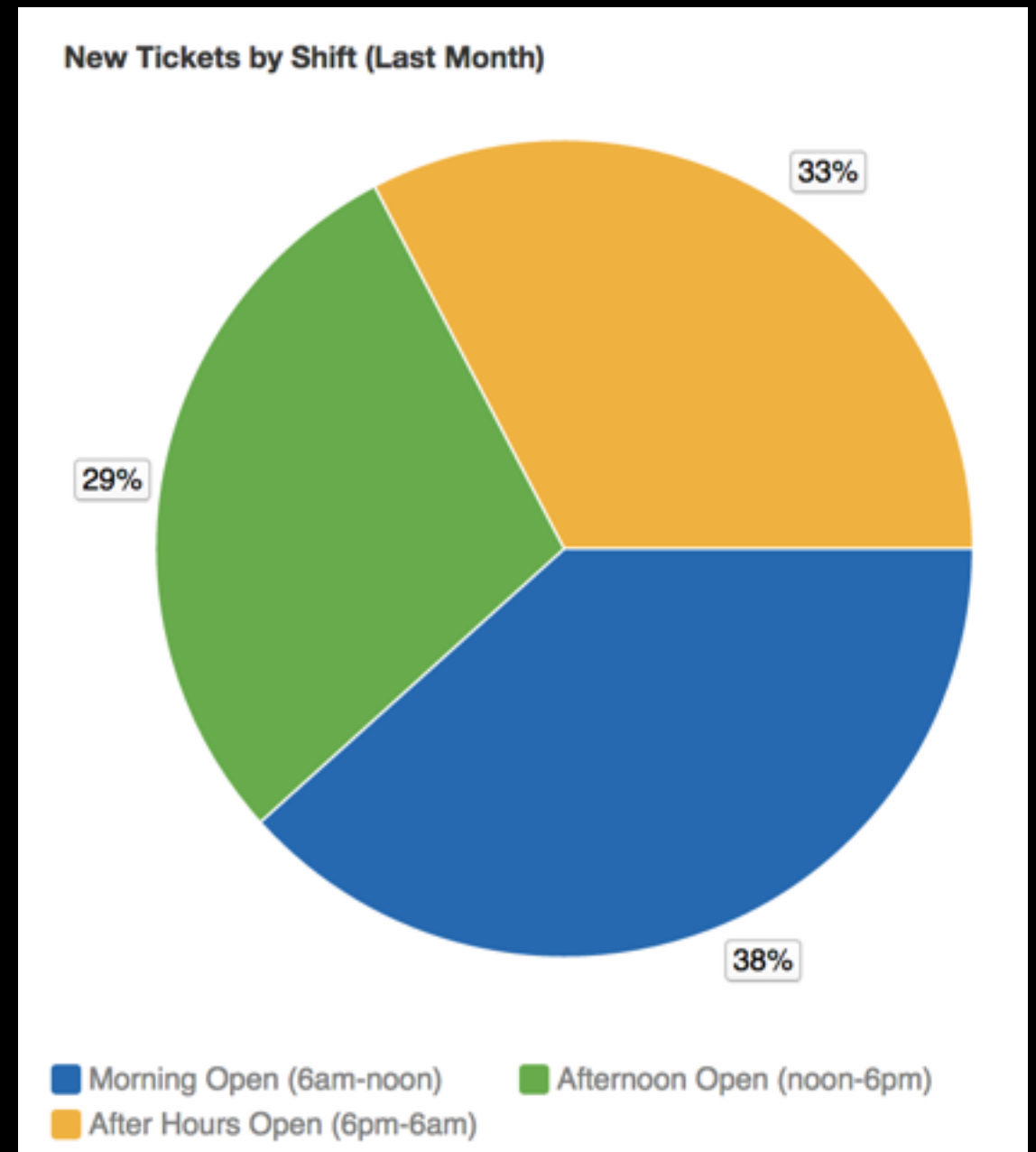
- Know your PR cycles
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- This does not get any easier

Lessons from the second major growth phase

- Know your PR cycles
- Unless you have some reason to believe that this time will be different, assume it'll be roughly the same as last time
- This does not get any easier
- But it can be more manageable

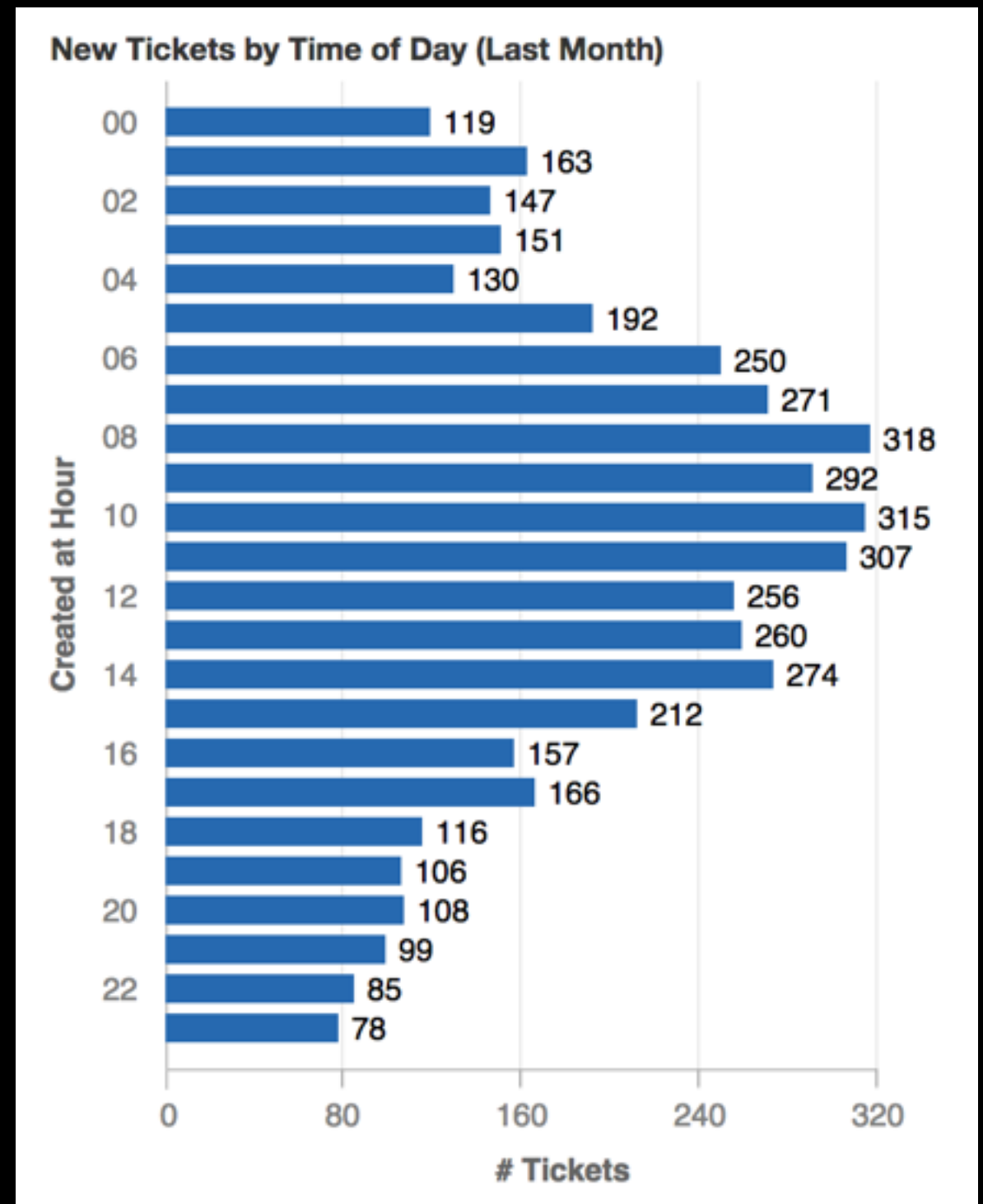
Know your patterns

- When are tickets created?
- How important is it to answer them promptly?
Do you have a service that is mission-critical?
- What expectations have you set with your customer base for turnaround time?

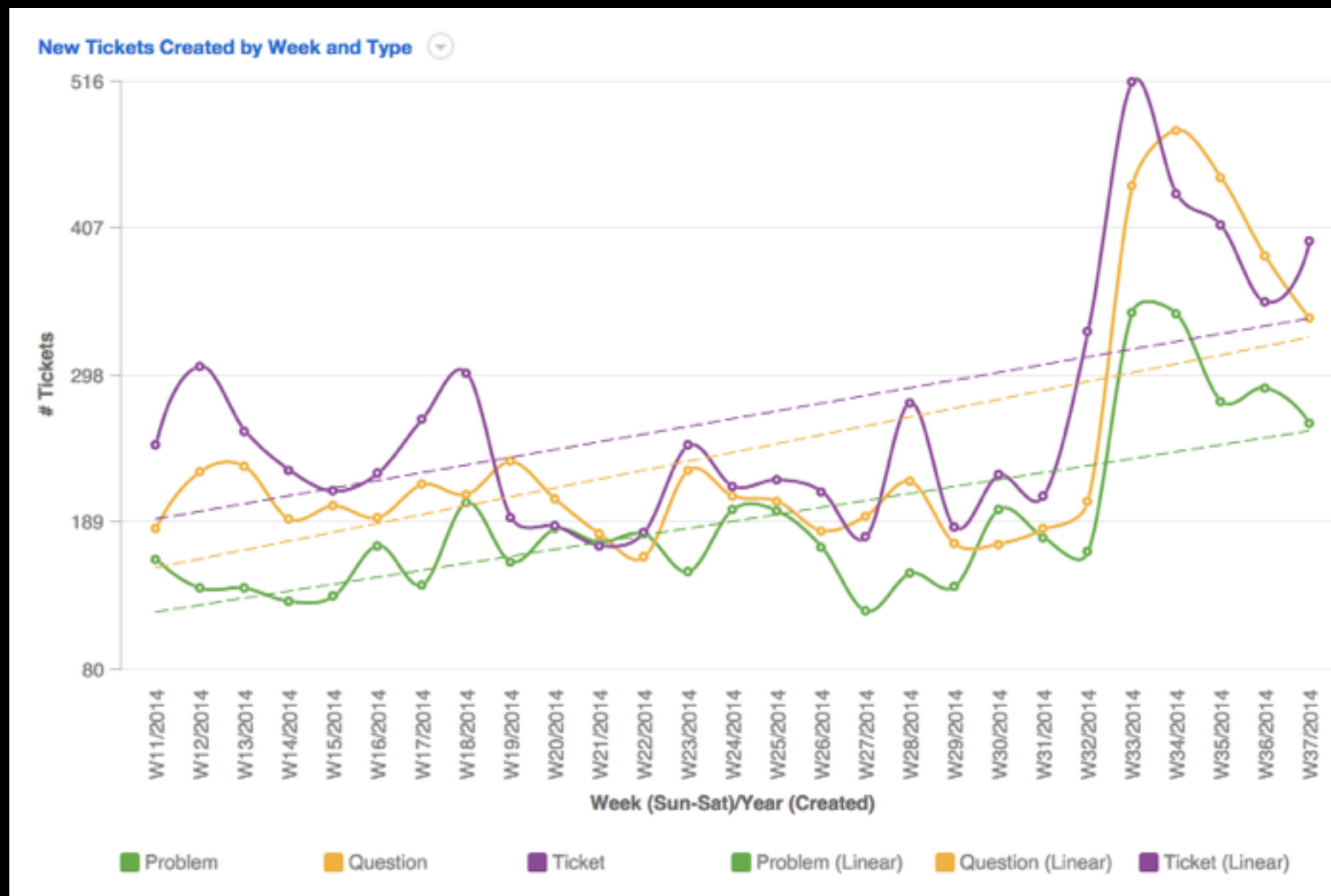


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Know your patterns (cont.)



Slack Support Toolset


Zendesk

- Email support
- Product built-in support


Respondly

- Twitter support

Respondly for Twitter



Kate Zasada
@kzasada
NEW YORK, NY




Product Manager @Shapeways, Expert in Residence @GA,
New Englander.
kzasada.com


753 FOLLOWERS


677 FOLLOWING

CONVERSATION STARTED 4 days ago via Twitter Mention





Kate Zasada @kzasada


 4d



@SlackHQ is there a jira integration that can pull in a summary of an issue when i paste a link? ps I <3 u guys.







Zendesk for everything else

(No screenshot — you can see this on the internet if you'd like)

Generic Advice Time

Not every support request is a request for product support.

Business decisions do
not belong in your
support queue.

Product decisions do not
belong in your support
queue.

You can use support
as a shield.

You are problem
solvers.

You cannot solve
every problem.

Stay focused.