Personal Customer Support at Scale:
The Tools You Need to Make It Happen

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Every customer deserves a personal support experience. Here are the tools you can use to make it happen without sacrificing efficiency.

💬 Intercom Messenger: Create a personal profile to show customers they’re interacting with a real person.

📬 Intercom Inbox: Leverage customer data and integrated tools such as Saved replies and Help docs to provide thorough, fast answers.

📚 Intercom Articles: Build a robust Help Center for customers to find answers, or send them articles manually.

⚡ TextExpander: My favorite tool for balancing efficiency with being personal; automatically expand custom snippets of formatted text, images & links.

🧠 Guru: Knowledge at your fingertips. Internal documentation that’s thorough, trustworthy, and easy to use (Chrome extension for the win!).

🔔 Slack: Use reminders and snoozing for focused support/inboxing time, and create channels for important updates and recognition (#kudos!).

🗓 Google Calendar: Reminders, color coding, and blocked off time slots for catching up on email/communications.

💻 Email organization: Use labels and prioritization to keep a clean inbox and only keep information you need.

🌍 Public content (to share with customers): I share our Intercom blogs, webinars, demos, help docs, books, starter kits, and Intercom Academy.