










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.