

# STORM WATCH

## MANAGING CRITICAL ISSUES, OUTAGES & CRISES

Every company faces problems. It's how you deal with them that defines what kind of company you are...and how many customers you lose. Here's how to limit the negative effects of a bad situation.



### BEFORE THE STORM EMERGENCY PREPAREDNESS



**PROVIDE A GREAT PRODUCT & GREAT CUSTOMER SERVICE.**

**FUN FACT:** #1 cause of social media crises: poor customer experiences. Altimeter: <http://ar.gy/crises>



**DEFINE "CRITICAL ISSUE"** - work with departments to get consensus



**CREATE PROCESSES TO SPOT CRITICAL ISSUES** - team collaboration, bug-tracking, and helpdesk reporting.

**FUN FACT:** It helps to have a great tool for this. We recommend UserVoice Helpdesk. We might be a little biased.

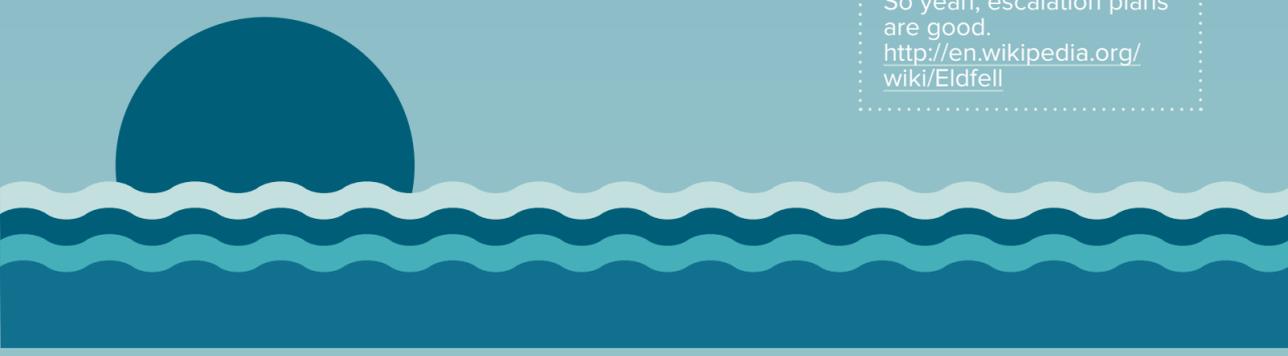


**DEFINE COMMUNICATION CHANNELS** - where will you communicate outages?



**BUILD ESCALATION PROCESSES** - what step do you take? Who do you contact? Who leads communication?

**FUN FACT:** In 1973 an escalation process in Iceland saved every single resident of an island town threatened by the Edfell volcano. So yeah, escalation plans are good. <http://en.wikipedia.org/wiki/Eldfell>



### IN THE EYE WEATHERING THE STORM



**COMMUNICATE** - tell your customers what's going on...in public.

**FUN FACT:** Don't worry about sharing bad news to all your customers. 71% of tweets aren't responded to...yours won't destroy your business, but it WILL be appreciated by those looking for answers. <http://www.wired.com/business/2010/10/its-not-just-you-71-percent-of-tweets-are-ignored/>



**FOLLOW YOUR ESCALATION PROCESSES** - You did create them, right?



### THE AFTERMATH DISASTER RECOVERY



**APOLOGIZE** - honestly & clearly.

**FUN FACT:** Studies show not apologizing makes us feel better than apologizing but fight that urge - apologies are an important part of building trust with customers. <http://www.upi.com/blog/2013/04/01/Study-Refusing-to-apologize-makes-you-feel-better/4771364838234/>



**DO A POST-MORTEM** - What happened? Why? Could anything be improved?



**GIVE YOUR SUPPORT TEAM A BREAK** - let them recharge by working on documentation or proactive customer engagement.

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Want more info on dealing with outages and issues? Check out our full series at: <http://ar.gy/issues>