

Up next



## Simon Chan

Community Manager, Wunderlist



# Wunderlist

 wunderkinder

# What is **Wunderlist**?





**Simon Chan**

*Community Manager, Wunderlist*

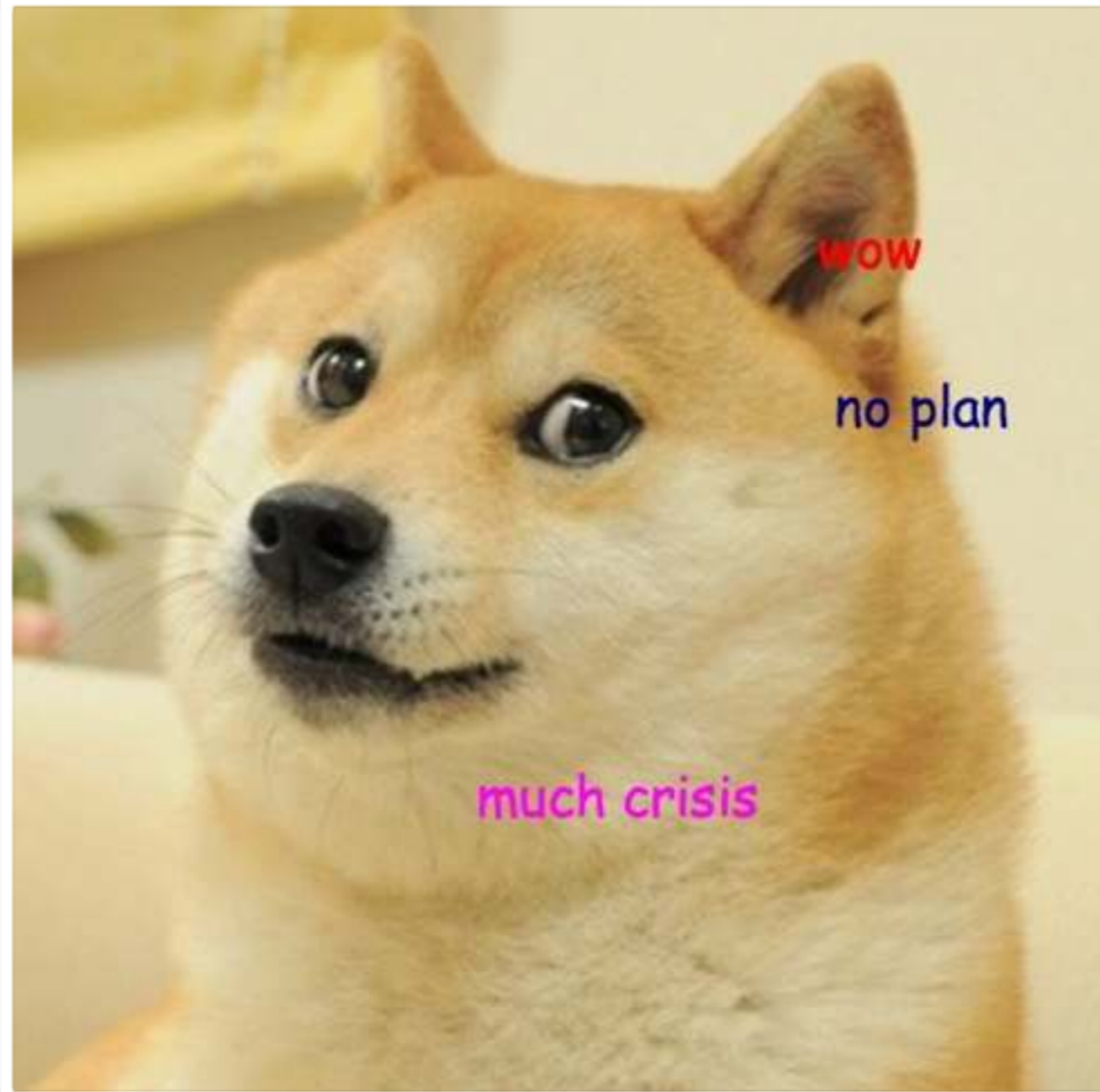
@SimonVelo

How a Crisis  
**Helped us Scale**



## The Crisis

How it started



## Crisis Plan?

What happens when you don't have one



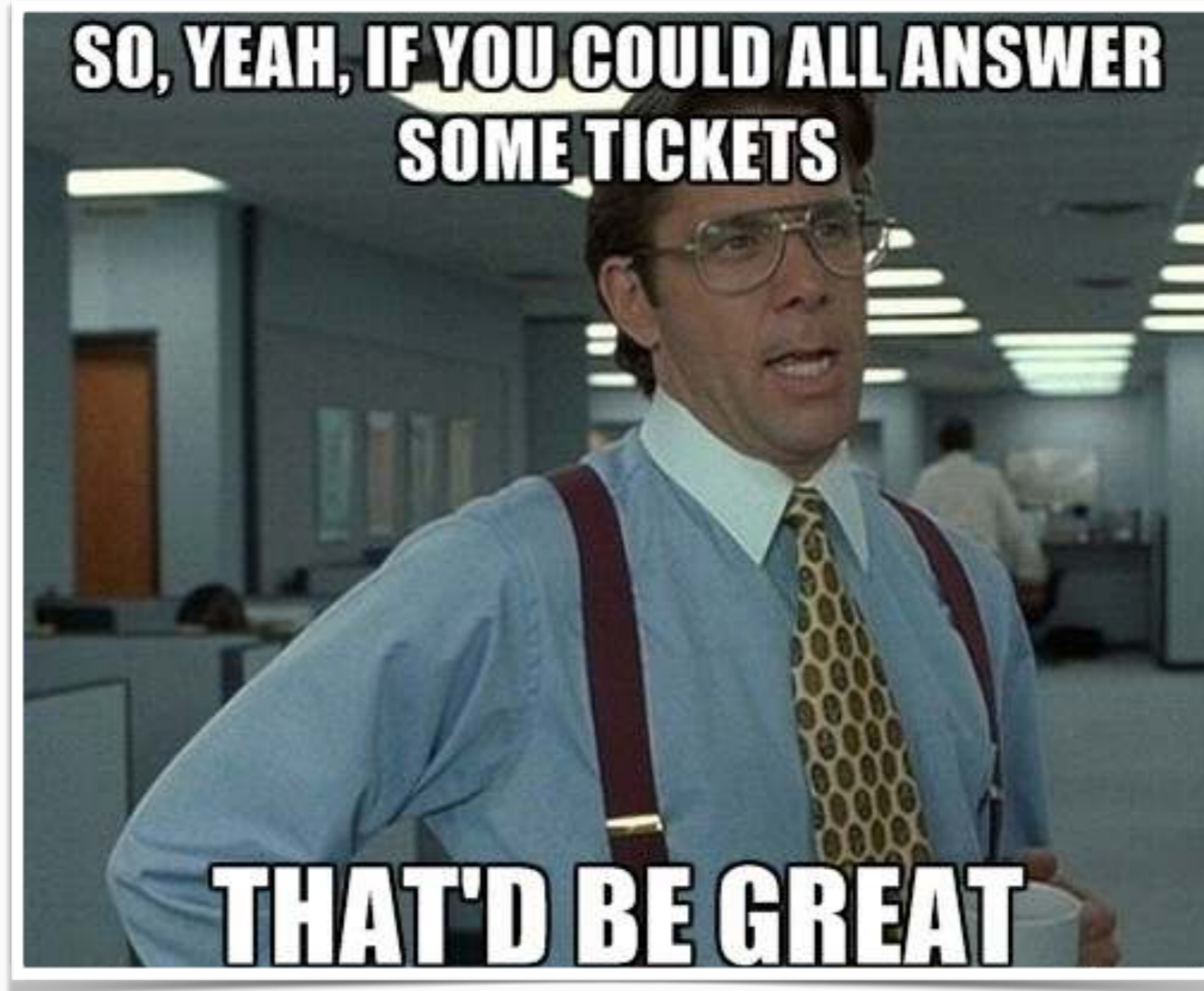
**Admitting it's a Crisis**





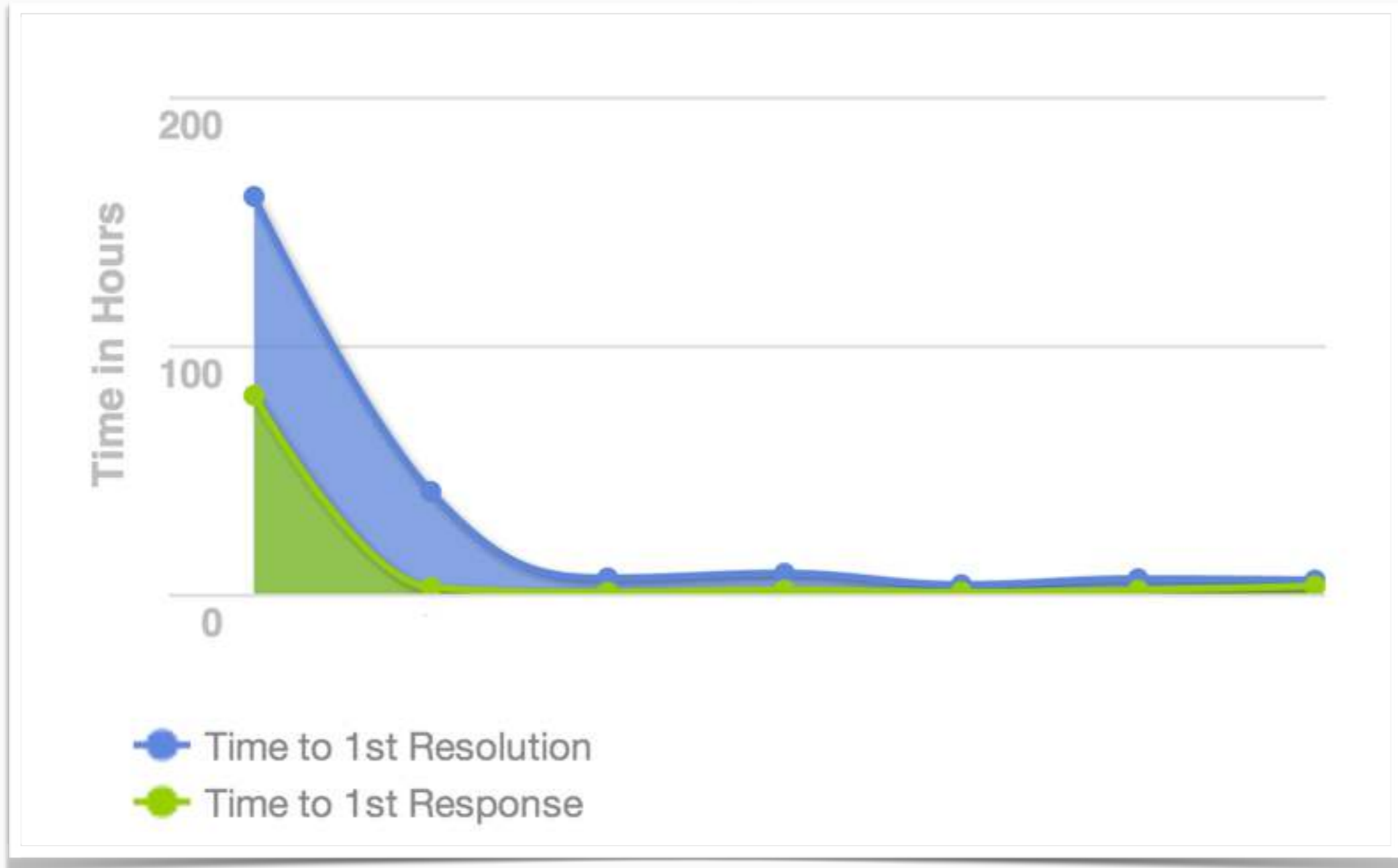
## **All the Support**

Helping customers when they need it most



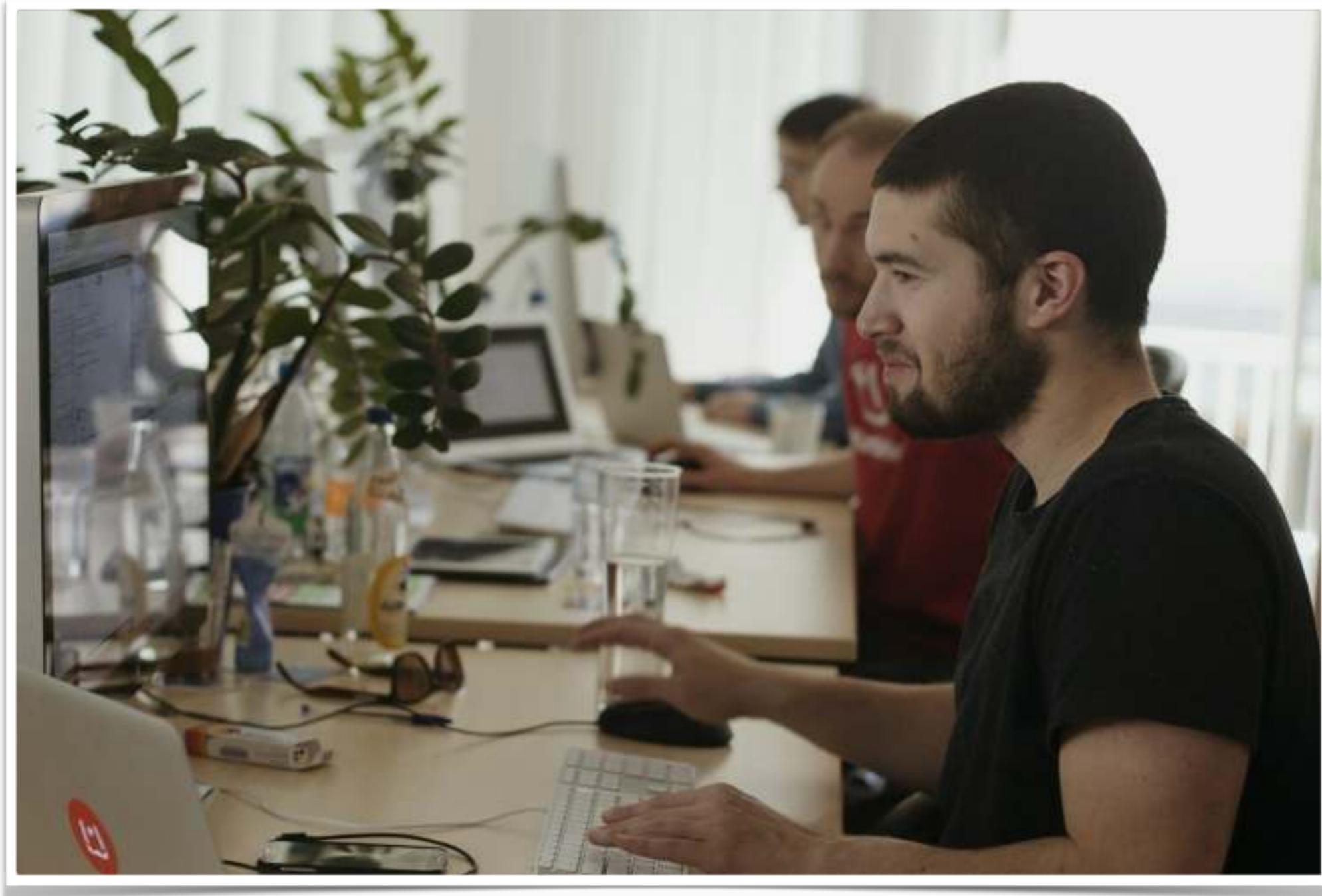
## How we Scaled Support

Optimise your communication



## The Result

24/7 company-wide support



## **Part-time to the Rescue**

Why we did it and how it helped

## From Crisis to **Support** ♥

- Push out a **blog post** a.s.a.p.
- Update and use the blog post as **mission control**
- You can also use a **Support Center Article**, or both
- Use your social media profiles for **more regular updates**
- Don't abuse your '**response wiki**'
- Build a **status** page
- **Design** your Support Center



## **What Really Helped us Scale**

Effective communication scales, use a crisis plan



# What Really Helped us Scale

When you should use part-timers



## What Really Helped us Scale

There's a limit



**They** matter most

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