



QuestionShark

Hoop.la's Customer
Support Module

Summary

QuestionShark allows organizations to provide online customer support in a structured, easily triaged manner. Support can be completely private (between customers and support reps) or public (allowing community members to assist in helping each other). Even if you make the support community open in general, individual support topics can be private (only between participants and support reps).

There are three major components to QuestionShark- **Support Topics, Documentation, and Knowledge Base**. Support topics are customer-created posts, while knowledge base posts are created only by Support Reps of the organization. Documentation is comprised of uploaded files and/or links to documents/files.

Products/Services

The first thing you do when setting up QuestionShark is add one or more products/services to your system. These will be the services you wish to offer support for. Each product/service can be independently configured. For instance, you can determine for each product/service whether you wish to include a Knowledge Base and/or Documentation.

For each product/service, you can also configure the types of support topics you want to allow, including suggestions, questions, issues, tips, compliments, conversations, and announcements. Every topic is classified (by the author) as one of the supported topic types and this allows you to triage your incoming topics.

Basics

Service Name

FeePod

Short Tagline OPTIONAL

This is the spot for assistance with FeePod, our Premium Membership Management syst

Enable Knowledge Base

[Organize This Knowledge Base](#) (set up categories and/or sections)

Use Documentation Page

Service Enabled

Display Settings

Service Avatar OPTIONAL



Support Topics

There are two types of topics: **Actionable** and **Simple**. Simple topics are topics that do not demand any kind of resolution, while actionable topics need some kind of action taken on them. Actionable topics can have a status (eg, Open, Completed, etc.), while Simple topics do not have a status. Any topic can be assigned, however.

Customers post new support topics online (via the Hoop.la site you run) or via email (if you enable that option). Hoop.la has a built-in circle called "Support Reps" that allows you to easily grant "support rep" permissions for appropriate organization members. The Support Reps are the ones that typically manage the support queue. By default, Support Reps will be notified about new support topics that are submitted (though each rep can customize his/her notification settings).

Assuming the site supports public posts, the customer can indicate whether his/her new support topic should be public or private when creating the topic online (if submitted via email, the topic will be marked as private), but reps/admins can always change the privacy setting. For instance, if a customer posts personally identifiable information like a phone number in a public topic, the support topic could be made private by a support rep (or the confidential info could be removed).

ISSUE **UNRESOLVED** **PRIVATE**

New Vodafone browser - possible issue 🔔

By [Richard Dane](#) (3 replies)

Last Reply By [Richard Dane](#) 5/5/17 @ 12:00 PM

[Hoop.la](#)


ISSUE **UNRESOLVED**

Page is not rendering properly.

By [Casey](#) (9 replies)

Last Reply By [Casey](#) 5/2/17 @ 7:44 PM

[Hoop.la](#)




QUESTION **UNANSWERED** **PRIVATE**

New Apps - Demo?

By [Melanie](#) (3 replies)

Last Reply By [GidgetKat](#) 4/26/17 @ 7:00 PM

[Hoop.la](#)



Post Actions

Once a post is posted, the following actions can occur for the topic:

Assign

The topic can be assigned to a specific support rep.

Forward

The topic can be forwarded (for review) by a support rep to any number of other support reps, with a custom message (e.g., "Please take a look at this support topic related to our new policy.")

Whisper

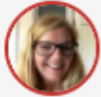
Whispers are private posts within a support topic that ONLY support reps can view. This way, support reps can work as a team (under the hood) to help solve a problem or answer a question, in order to craft the best possible response for the customer.

Activity Stream

Changed To Issue

5/31/17 @ 9:27 AM

This action was taken by [Rosemary O'Neill](#).



[ROSEMARY O'NEILL](#) ○ PRODUCT EVANGELIST

5/31/17 @ 9:28 AM

Did something change in the WYSIWYG recently? I can't figure out why she would suddenly be having an issue with this.

[Take Action](#)

✧ Whisper (Only Support Reps Can View This)

Set Status

All actionable topics have a status to establish the current state of the topic. These status types vary, depending on the kind of support topic, but include options such as “Unanswered”, “Under Consideration”, “Resolved”, etc.

Edit/Delete Topic

The topic (or specific replies within) can of course be edited and/or deleted by admins.

Follow

As with all other types of content in [hoop.la](#), QuestionShark allows users to follow a particular topic to be notified about new replies and/or important changes (status changes, etc.).

Mark As Best Answer

A particular reply to a support topic can be marked as the “best answer” and called out in the user interface.

Add Participants

When you add a participant to a topic, those people can view the topic, even if it is private, and they are added as followers to the topic and are thus notified about important changes or new posts to the topic, just like the author of the support topic. It's a great way to involve multiple people from within the same organization who may have interest in the same issue.

Change Author

Sometimes due to a change in an organization, or other reason, it is necessary to change the author of a support topic. Support reps are able to do this by changing the author from one person to another.

Change Product/Service

If your organization has more than one product or service, sometimes users will post their support topics to the wrong product/service. Support reps can easily change this when it happens.

Download Support Topic Data

Admins can download a file (per support topic) that contains all pertinent information for that topic, including replies, activities (like status changes), author and participant info, etc. All data is available in CSV format.

Topic Types

Now, let's review the major support topic types supported by QuestionShark.

Suggestions

Suggestions are actionable support topics that represent ideas your customers have for improving your products/services. These suggestions can be voted on by the community at large, as well, and you (and your customers) can easily see the most popular suggestions. Suggestions also have a status - Not Implemented, On Hold, Under Consideration, In Progress, Canceled, and Implemented.

Questions

Questions are actionable support topics that have the following status options: Unanswered, On Hold, In Progress, Canceled, and Answered.

Issues

Issues are actionable support topics that have the following status options: Unresolved, On Hold, In Progress, Canceled, and Resolved.

Conversations

Conversations are simple support topics that are intended to allow customers to talk "off topic". As such, conversations do not have a status. If you are using the forums module of Hoop.la, you may not need to support this topic type, since it may be redundant.

Compliments

Compliments are kudos posted by your customer about your products/services. As such, they have no status.

Tips

Tips are also simple support topics, with no status. Tips are a way for you or your customers to post information about how to best utilize your product/service.

Announcements

Announcements can only be posted by Support Reps and thus have no status.

Topic Activity Stream

For each support topic, a chronological listing of replies and activities is displayed so that everyone can see what has happened for that topic. We call this the Activity Stream within the support topic. This stream includes every reply, whisper (which is a private support rep only posting), and activity note (when topic is assigned or forwarded, when the status changes, etc.).

The screenshot displays a user profile for 'MEREL' with a 'MEMBER' status, dated '7/7/17 @ 9:34 AM'. Below the profile is a light blue reply box containing the text 'Ok, thanks!'. Underneath the reply are two buttons: 'Like Reply (0 Likes)' with a heart icon and 'Take Action'. Below the reply box is an activity note box with the title 'Question Answered' and the date '7/7/17 @ 9:34 AM'. The note text reads 'This action was taken by Merel.' At the bottom of the activity note is a blue banner with the text 'To follow up on this question, please click here.' and a close button (X).

Support Topic Triage

Support topics are organized in lists, broken down by specific product/service. Within each product/service, you (and your customers) can further refine the lists by topic type (question, suggestion, etc.) and status (open, unresolved, etc.). Importantly, each user's view of the list will always reflect the permissions that user has. Thus, a customer would never see any private

topics in the list (other than ones he/she authored or is participating in), whereas a Support Rep would see all topics, including the private ones.

There are also special, permanent lists for easily seeing topics you created, topics you follow, and, for support reps only, open topics with no replies and topics awaiting a reply.

Support Reps have a dedicated *Support Queue* area as well, that allows them to manage the topic queue more powerfully. Within the Support Queue, reps can filter and sort topics in a number of powerful ways, including based on topic status, topic type, and assignment (including assigned to specific rep), giving the reps (and their managers) a powerful tool for staying on top of overall activity.

Configuration Options

QuestionShark has numerous administration settings that give you even more flexibility in the way your customer support area functions, including:

Private Mode

In this mode, all support topics are always marked as private, with no option to ever make a support topic visible to anyone but the person that created the topic and specific participants added to the topic.

Overdue Response Notifications

QuestionShark has a setting that supports notifying support reps about “overdue” support topics that have not had a timely support response.

Allow Topics to be Posted to More Than One Product/Service

Admins may support posts having a topic apply to more than one product/service.

Allow Support Reps to View Member Email Addresses

In general for Hoop.la, member email addresses are only available to admins that have Manage Members rights. This is to protect the privacy of users. However, we understand that Support Reps have a critical role in resolving issues for your customers and thus have included this optional setting to allow Support Reps to be granted this special privilege.

Documentation

As stated above, every product/service in the system can have its own Documentation area. This is the place to list all associated documentation for the product/service. Each document that you add can be either a file upload or simply a link (URL) to an existing file located

somewhere else. Admins can arrange the order of documents via drag and drop in the admin control panel.

Document Title

Description OPTIONAL

Upload Document File Link To Document URL

[Upload File](#)

Knowledge Base

As stated above, every product/service in the system can have its own Knowledge Base. Knowledge Base posts may only be created by Support Reps. The purpose of a Knowledge Base is to be a reference for the most common questions/concerns your customers might have. Knowledge base posts are included in the overall Hoop.la search system, as well, so the content will be returned with search queries.

The Knowledge Base (per product/service) may be organized into categories and/or sections. These categories and sections work very similarly to the organizational structure of discussion forums in Hoop.la- sections are like “forums”, as an initial layer of organization, with “categories” serving as an additional organizational layer on top of sections.

Widgets

- » [How to create a custom widget](#)
- » [How do I add a widget to my site?](#)
- » [How to change the widgets \(boxes\) in the right column](#)

Member Management

- » [Exporting Member Data](#)
- » [How to view a list of banned members](#)
- » [How to find members within a certain geographic radius \(Admin\)](#)

Permissions

- » [How to create, edit, and delete permission circles](#)
- » [What permissions can be given to World \(guests\)?](#)

Admins can easily arrange the order of all categories and sections via a drag and drop mechanism in the control panel.

If you have additional questions about QuestionShark, please post to our support site at <https://www.socialstrata.com/support> (or via email at support@socialstrata.com).