

# Website Maintenance and Support

Vision, Services, and Challenges

# What is Maintenance and Support?

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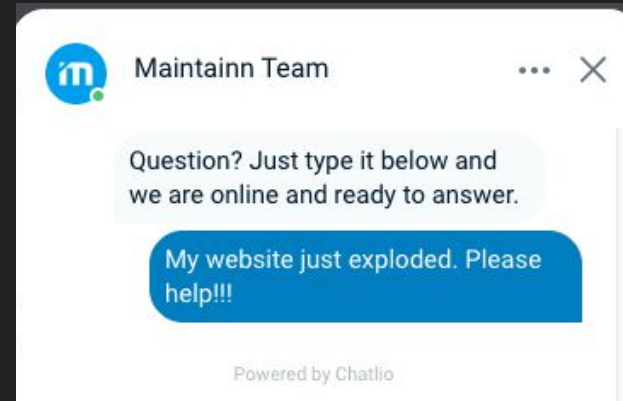
- Updates - WordPress, plugins, and themes!
- Regular offsite backups
- Security monitoring and cleanup
- Performance and uptime monitoring
- Support changing technologies (PHP version)
- Enhancements
- Bug fixes

**Bottom Line: Maintain a healthy website!**

What Type of Support  
Do You Want to Provide to  
Your Clients?

# Types of Support

- What type of support will you offer?
  - 24/7 call center?
  - Structured working/business hours?
  - Bat Phone?
- How will clients interact with support?
  - Ticket based system (Help Scout, Zen Desk, etc)
  - Email
  - Phone
  - Text or Live Chat



# Types of Support

- What types of websites do you support?
  - WordPress only? Multisite?
  - eCommerce
  - Open Source only? (Drupal, Magento, etc)
  - Anything and everything? (forums, wikis, etc)
- Do you offer server-level support
  - Sysadmin, systems level management, etc
  - Managed vs Unmanaged
- Backup solutions
  - 3rd party options (BlogVault, VaultPress, Backup Buddy)
  - Custom solutions



# Types of Support

- Will you offer a Service Level Agreement? (SLA)
  - Understanding the legal commitments
  - Guaranteed response times and resolution targets
    - How will you guarantee you can hit those marks?
    - Repercussions if you don't hit those marks
      - Could be financial and or legal penalties



# Types of Support

- Scaling
  - How will you scale from 1 to 100 to 1000 support clients?
  - Do your services and processes work at scale?
  - Optimizing the onboarding process
  - Can you support a client that brings you 100 websites from the start?



# Defining the Services You Plan to Offer

# Defining Services to Offer

- Support Plans
  - Various levels for different types/sizes of clients
- Offering Hosting
  - Do you plan on offering/including hosting options?
- Support Hours
  - Do you want to offer hourly support for new development, bug fixes, enhancements, etc?
- Pricing various service levels/plans
  - Core Support Plans
  - Discounts
- Partnerships and Affiliate Programs



# Some of the Challenges You May Encounter

# Account Management

- More clients, more services = More opportunities, more challenges
- Everyday is a new adventure
  - Expect the unexpected
- Prioritize support requests - SLA, tiers, escalations
  - Missing SLAs - legal aspects \$\$\$
- Dealing with different client personalities
  - Take the good with the bad, be patient
  - One bad review can spoil many good reviews
  - Avoid saying no (if you can) - find a way
    - Services instead of refunds
- Commitment is a two-way street
  - Key to every successful partnership



# Processes & Tools

- Have well defined processes - document, review and update often
  - Reduces confusion - “controlled chaos”
  - Improves organization, increase overall service quality
  - Sets the pace, helps eliminate burnout
  - Reusable - GDPR, cookie compliance, accessibility
- Everyone loves new tools
  - Increased efficiencies
  - Increased operational costs, blur standards
  - Evaluate ROI
  - Incorporate into process documentation



# Staffing

- Team members must have a support mindset, creative problem solvers
- Assign team roles and responsibilities
  - Leverage strengths, build weaknesses
  - Make sure it's the right fit
- Build redundancy
  - Eliminate single points of failure - illness, vacations
  - Dealing with attrition - someone wins the lotto
- Prepare for growth
- Monitor your team's well being
  - Team meetings, 1:1s
  - Group chats, social media
- Praise often!

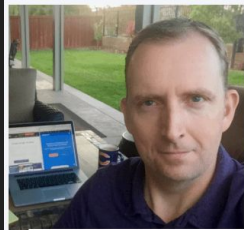


**Bottom Line: Maintain a healthy workplace!**

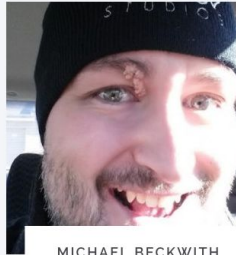
# Partner with Maintainn!

# About Maintainn

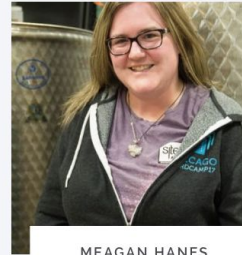
- Core team started out with 3, now up to 7



JIM BYROM  
*Director of Client Services*



MICHAEL BECKWITH  
*Support Engineer*



MEAGAN HANES  
*Technical Project Manager*



JOSE CASTANEDA  
*Support Technician*



ALLEN MCNICHOLS  
*Support Technician*



CHRISPIAN BURKS  
*Support Engineer*



LAURA CORONADO  
*Communications Specialist*

- Leverage personnel from our parent company for help/escalations

# Services

- Newly expanded services
  - Maintenance Plans
  - Support Hours Program
    - Development and technical services
  - SMB Websites
  - Hosting
- Managed services
- Agency partnerships

The screenshot displays three pricing cards for Maintainnn's support services. The 'Professional Support' card is highlighted with an orange border and labeled 'MOST POPULAR' at the top. Each card lists the monthly price, an annual savings amount, and the specific services included. All cards feature a 'Start My Support' button at the bottom.

Support Plan	Monthly Price	Annual Savings	Services Included
STANDARD SUPPORT	\$49 /mo	Save \$120 a year.	Personal and blogging websites Security and backups Weekly updates on production
PROFESSIONAL SUPPORT (Most Popular)	\$149 /mo	Save \$360 a year.	Catalog and eCommerce websites Uptime and performance 5% discount on support hours
ENTERPRISE SUPPORT	\$249 /mo	Save \$600 a year.	Updates on staging and production Version control with Git workflows 10% discount on support hours

# We Can Help

- Contact Us
  - <https://maintainn.com/contact>
- Live Chat
  - <https://maintainn.com/>

**maintainn**

**Discount Code: WPSFEB19**

**Buy 5 Support Hours, Get 1 Free**

*(Up to 4 free hours)*

February 13 - February 28, 2019

<http://mntnn.co/WPSFeb19>

**Save 10% on Monthly Maintenance**

February 13 - May 31, 2019

<http://mntnn.co/plans>

# Questions & Answers