



GLOBAL SUPPORT OPERATIONS -
MADE EASY

The complete guide to flexible, **24/7 support**



In an era where the online world is always active, businesses are coming to the realization that [24/7 support](#) is no longer an added perk but a fundamental need.

In fact, 51% of customers say a business needs to be available 24/7 to meet their modern-day expectations of convenience and accessibility.

If you're still on the fence about 24/7 customer support, perhaps because you're skeptical of the value or hesitant that it will cost too much to implement and maintain, you've come to the right place.

Whether you're a startup looking to scale, an established company seeking to enhance customer satisfaction, or simply interested in optimizing your support operations, this comprehensive guide is your roadmap to understanding the why and how of offering 24/7 customer support.

Unlock the benefits of flexibility, enhance your customer relationships, and drive growth with the guide on offering round-the-clock support.

Let's dive in!

What you'll get:

- Direct benefits of 24/7 support
- 5 key indicators your business is ready for 24/7 support
- Crunching the numbers of after hours stats
- 24/7 support models: follow the sun vs. graveyard shifts
- Cost breakdown of outsourcing vs. hiring
- Forecasting headcount calculator
- Workforce management tools for after hours support
- How brands are filling coverage gaps by going 24/7

Highlighting the value of 24/7 support

Discover the top benefits of delivering 24/7 customer support.

1. Stay ahead of backlog

Round-the-clock support is an opportunity to respond to customers faster without having to log on to a backlog of after hour requests. With continual availability, support teams can actively address customer inquiries as they come up, resulting in swift resolution and preventing further pending requests.

2. Respond to customers faster and in real-time

Customer problems can arise at any moment. 24/7 support gives customers confidence in knowing they can reach out whenever they need it, and a team member will be available to respond, regardless of the time of day or night. This immediate availability ensures that customers don't have to wait for regular business hours to get help.

3. Increase customer satisfaction and retention

Always-on customer support is accessible and convenient for consumers. It shows that your business values its customers and is committed to meeting their needs, enhancing customer satisfaction and trust in your brand.

When customers receive timely and effective support, they are less likely to switch to competitors, leading to higher customer retention rates.

“A 24/7 support model is a more sturdy framework that boosts customer confidence.”

Andrew, Deliver Manager, 2 yrs at Influx

THE VALUE OF 24/7 SUPPORT CONT.

4. Drive global accessibility

With 24/7 support, businesses can serve customers in different time zones and regions without causing inconvenience or delays. This makes it easier to tap into international markets and serve a worldwide customer base.

5. Keep the wheels turning

24/7 support allows teams to stay in motion at all times for endless assistance. Real-time resolution prevents the build-up of problems that can lead to bottlenecks. Making the move to 24/7 support enables support teams to stay ahead of the curve, improve efficiency, and create a more seamless customer experience.

“In terms of management, performance, and data, 24/7 support is always active—it’s constantly in motion. Customers always have someone to check in with for real-time assistance, regardless of the time of day.”

Andrew, Deliver Manager, 2 yrs at Influx

5 KEY INDICATORS YOUR BUSINESS IS READY FOR 24/7 SUPPORT

Offering 24/7 support is a strategic decision that depends on several factors related to your business, your customers, and your resources. Here are 5 indicators that your business is ready to go 24/7.

1. You serve a global customer base
2. You have support requests coming in after hours that increase backlog
3. 24/7 customer support is the norm in your industry
4. You have global expansion plans
5. Your customers want 24/7 assistance

If any of these resonate, 24/7 customer support is an advantageous and strategic decision that can benefit you and your customers. Scale up with confidence and fill the coverage gaps with [dedicated support teams](#).

Crunching the numbers

Check out what the data says about 24/7 customer support. Spoiler: customers love it.

- Engage more customers: [Companies that offer 24/7 customer service have an average occupancy rate of 98%](#), while companies that have regular 8 hour windows have a 30% occupancy rate.
- Gain a competitive edge: 50% of customer support teams are only available during business hours Monday to Friday, and [only 28% of teams are available 24/7](#).
- Reduce ticket backlog: 90% of customers rate an “immediate” response to be an important factor when they need help, and [60% of customers define “immediate” to be within 10 minutes or less](#).
- Meet customer demand: 51% of [customers say a business needs to be available 24/7](#) to meet their modern-day expectations of convenience and accessibility.
- Respond faster: [75% of customers demand fast responses](#) from agents. Yet, the average response time for customer service emails is 12 hours.
- Foster enhanced customer loyalty: 93% of [consumers are likely to make repeat purchases with businesses that offer excellent customer service](#).
- Scale faster: Businesses prioritizing customer experience have seen their [profits grow by an average of 80%](#).

90%

of customers want to talk to a human agent instead of using phone menus.



24/7 support models: follow the sun vs. graveyard shifts

To meet after hours customer demand, support teams have two workforce management options: the follow the sun model or graveyard shifts.

What is the follow the sun model?

Compared to graveyard shifts, the follow the sun model leverages the global distribution of teams to work while the sun is up and hand off customer support to the next team before the sun sets.

“The follow the sun model is a strategic move for the well-being of everyone on your team. It aligns with natural circadian rhythms, promoting healthier, more balanced lives.”

Gusthy, Delivery Manager, 8 yrs at Influx

WHY FOLLOW THE SUN IS SUPERIOR TO THE GRAVEYARD SHIFT

- 1.Reduces agent attrition and retains better talent
- 2.Rosters a global operation, 24/7
- 3.Increases employee satisfaction and minimizes burnout
- 4.Creates a sustainable work-life balance
- 5.Gives customers a higher-quality support experience
- 6.Agents are more productive during the day
- 7.Allows businesses to scale easier and faster
- 8.In many cases, it can be more cost-effective

The call center industry in the United States faces an overall [average turnover rate of 30-45%](#). When it's already difficult to recruit and retain agents, businesses cannot afford to risk the inevitable attrition of graveyard shifts.

24/7 SUPPORT MODELS CONT.

Health consequences of the graveyard shift

Night shift workers have a [40% increased chance of experiencing depression and anxiety](#).

Working the graveyard shift can be physically and mentally challenging because it goes against the body's natural circadian rhythms, which are programmed to rest during nighttime hours.

The health consequences of the graveyard shift are substantial, such as higher chances of obesity or certain types of cancer, increased chances of depression and anxiety, or increased risks of metabolic syndrome.

“As our default policy, Influx does not allow anyone on our team to work graveyard shifts because of the health implications. We meet the challenge of connecting with people across different time zones with innovative solutions.”

Gusthy, Delivery Manager, 8 yrs at Influx

TOP 5 WORKFORCE MANAGEMENT TOOLS FOR AFTER HOURS

Managing a 24/7 team requires transparency, constant communication, and access to information. Discover the essential tools to provide seamless 24/7 support with our top 5 workforce management picks.

1. Genesys
2. Zendesk
3. Slack

4. Five9
5. Asana

“Customer experience is the number one priority.”
- Lexi, Head of Client Experience

Outsourcing vs. hiring: cost breakdown

Alongside a workforce management model, you'll also need to increase your agent roster when scaling up to 24/7 support. The table below details the key cost differences between in-house and outsourced customer support.

CATEGORY	IN-HOUSE	OUTSOURCED
Salaries + benefits	High - Customer support teams require competitive salaries and benefits to attract and retain top talent.	Low - Outsourced customer support includes salary and wage expenses in the pricing model .
Infrastructure	High - Businesses must invest in equipment, software, and in some cases, a physical office to support customer service operations.	Low - Outsourcing companies provide the necessary infrastructure, equipment, and software.
Training + development	High - Glassdoor estimates the average cost-per-hire for U.S. employers at \$4,000 once recruitment, onboarding, and training are all complete.	Low - The Influx onboarding process for new agents covers general customer service training with an extensive focus on quality.

OUTSOURCING VS. HIRING CONT.

CATEGORY	IN-HOUSE	OUTSOURCED
Management + supervision	High - Scaling up customer support agents to go 24/7 also requires hiring managers who are capable of supervising after hours staff.	Low - Influx runs three types of autonomous management to improve response quality, coverage, and channel ownership.
Recruiting + hiring	High - Companies average 51 days to fill open positions. That's nearly two months where you're understaffed and overworking other agents.	Low - Influx handles recruitment, ongoing training, and headcount maintenance to keep your roster full at all times.
Scalability	Limited - Scaling up an in-house team involves recruitment, training, and retention which can be time consuming and pricey.	Low - Working with Influx as a provider can easily scale your operations to accommodate changing business needs.
OVERALL COST	High - The average cost to outsource customer service is \$2,600 - \$3,400 per agent per month, which doesn't include technology, training, turnover, and management costs.	Low - Outsourcing can eliminate or significantly reduce a majority of costs, making it possible to save up to 70% on employment costs for the same talent and output quality.

Forecasting headcount calculator

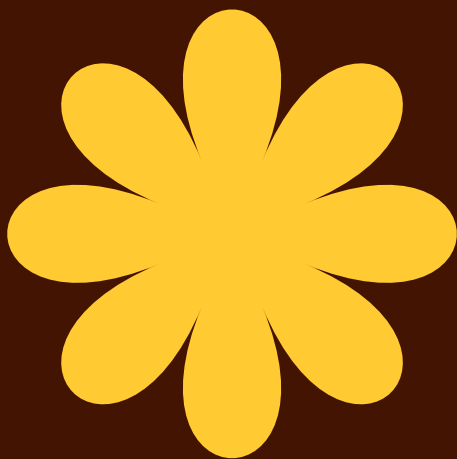
Headcount forecasting plays a pivotal role in helping support teams prepare for busy seasons. By analyzing historical data and identifying trends, teams can accurately predict when periods of increased demand are likely to occur and prepare accordingly.

In our [easy-to-use forecasting headcount calculator](#), we've made it simple to do just that. All you have to do is add in these three key numbers:

1. Average sales volume
2. Average support ticket volume
3. Expected sales volume

* TIP

Have a backup plan in place for lower or higher sales volumes. Forecasting is a science, but it can't predict what your customers will do.



Get ahead of seasonality with the simple customer support forecasting calculator

[Try the calculator →](#)

“Even when you manage to strike a balance between order volume and operational capacity, unforeseen issues still arise that create challenges for your customers. You want to ensure your team is staffed and not burned out enough to provide an amazing customer experience.”

Lexi, Head of Client Experience

How brands are filling coverage gaps by going 24/7

Whether you're clearing the backlog or preparing for a busy season, brands of all sizes partner with Influx for flexible, 24/7 support all year round.



See how Linktree partnered with Influx to offer [24/7 support in 5 languages](#).

- 93% CSAT
- 10-minute first response time for paid accounts

[Learn more →](#)



Read how Biteable achieved [2-minute first response time](#) by working with Influx to provide round-the-clock-support.

- 9,000+ conversations per month
- 90% CSAT
- 2-minute average resolution time

[Learn more →](#)



See how Blenders worked with Influx to [clear the backlog with a flexible and long-term 24/7 solution](#).

- 94% CSAT
- 20,000 burst tickets managed
- <2 hour response time

[Learn more →](#)

Ready to go 24/7?



Whether you need 100% customer support or an extra layer of coverage to fill in the gaps of your internal team, Influx has built custom support teams with all management and training included for more than 200 high-growth brands.

We're on a mission to make your customers happier and your working life simpler, 24/7.

[Let's get started](#) →