

Ten Tips for Better WordPress, Plugin & Theme Support

or

“Lessons I learned from *flubbing* my way into
great customer service”

> whoami

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• @ivycatweb

• www.ivycat.com



Me, on the inside

Why Support?

- ⦿ Bad support sucks.
- ⦿ Support costs time and money.
- ⦿ I need support every work day.
- ⦿ I give support every day.
- ⦿ Delivering better, faster and more efficient support makes everyone happier.
- ⦿ Remember, we support People, not Tickets.

What's My Goal?

- ⦿ Arm you with tips you can use to provide better, more satisfying support for WordPress, plugins and themes.
- ⦿ Help you create happier users who will advertise and advocate for you.
- ⦿ Inspire you to contribute to the WordPress Community.

Let's get on with it . . .

1. Plan Your Support – Why?

Why support users?

Support

58 of 417 support threads in the last two months have been resolved.

Got something to say? Need help?

[View support forum](#)

- ⦿ Give Back to Free Software community
- ⦿ Create better software with helpful feedback
- ⦿ Hope to upsell customers to a commercial product
- ⦿ Guilted into it by poor wordpress.com stats?

1. Plan – Who?

Gives Support?

- ⦿ Just you
- ⦿ A team
- ⦿ Outsourced?
- ⦿ Rabid Fanboys & Fangirls

Gets Support?

- ⦿ WP Community
- ⦿ Paying customers
- ⦿ Those who RTFM?



1. Plan – What?

What Level of Support?

- ⦿ None, zilch, zero.
- ⦿ Warranty / bugs only
- ⦿ Style questions
- ⦿ PHP / JS questions
- ⦿ Plugin & theme compatibility
- ⦿ Anything goes?

What do you do with Feature Requests?

- ⦿ Have a policy; it makes decisions so much easier.
- ⦿ We scratch our itches in public.

1. Plan – Where?



Community Support

- ⦿ WordPress.org forums
- ⦿ Your own forums
- ⦿ Blog posts
- ⦿ Specialized sites
StackExchange
- ⦿ Twitter

Direct Support

- ⦿ Email
- ⦿ Helpdesk / Trouble ticket
- ⦿ Phone

1. Plan – When?

- ⦿ 24/7 support?
- ⦿ Is it 8 – 5 PT?
- ⦿ When you're good & ready?
- ⦿ Every Friday morning?
- ⦿ When pigs fly?



2. Setting Expectations

The screenshot displays two overlapping web pages. The top page is from WooThemes, titled 'Support Best Practices', with a navigation bar including links for Home, Themes, Plugins, WooCommerce, Blog, Support, My Account, and Cart. The bottom page is the 'Premium Support Terms and Conditions' for the Shopp plugin, which is described as a 'plugin ecommerce for wordpress'. This page features a navigation menu with links for Overview, Features, Showcase, Store, Blog, Support, Community, and Login. The main content area is titled 'Premium Support Terms and Conditions' and includes sections for 'Premium Support Terms of Service', '1 Service', '1.1 Hours of Operation', '1.2 Response Times', '1.3 Delivery', and '1.4 Access'. A sidebar on the right lists various product categories: Site Store, Single-Site Access, Developer Access, Developer Access [Upgrade], Payment Gateways, Shipping Modules, Storage Engines, Support Services, Trust Services, Plugins, Books, Extras, Themes, Languages, and Plugins.

1. Conflicts, B...

- Make sure WordP...
- Disable all plugins...
- Switch to the defa...

2. Read the T...

- Theme Documenta...
- WooSidebars
- WooSlider
- WooDojo

3. Search Firs...

The answer to your qu...

4. Choose a G...

When creating a ticke...

5. Be Specific...

Rather than, "My them...

6. Be Courteou...

We understand your f...

7. Please Res...

The more clear and co...

8. Link to You...

If your question relate...

9. One Ticket...

Please limit your ques...

shopp plugin ecommerce for wordpress

Buy Now

Overview Features Showcase Store Blog Support Community Login

Premium Support Terms and Conditions

Premium Support Terms of Service

The purchase and use of premium support service products sold and provided through shopplugin.net by Ingensis Limited (Ingensis) are governed by these **Terms and Conditions**, accepted by the customer during the purchase of premium support service products at shopplugin.net.

1 Service

Ingensis will provide **Support Services** described below on unmodified **supported product(s)** upon accepting a **support credit** applied to a support ticket posted to the [Shopp Support Help Desk](#).

1.1 Hours of Operation

The **Support Services** are provided during business days (Monday through Friday) from the hours of 9 AM to 5 PM Eastern time (GMT-5 Standard, GMT-4 Daylight Savings). Support **hours of operation** exclude all [United States Federal Holidays](#) as well as the following days:

- Good Friday (the Friday before Easter)
- The day after Thanksgiving
- Christmas Eve
- The day after Christmas (2nd day of Christmas)
- New Years Eve

These exclusions are subject to change. Changes to the **hours of operation** will be amended as a notice here at least 30 days before the new exclusion rules will go into effect.

1.2 Response Times

Response times are limited to the **hours of operation**. The **response times** for support services include:

- **Initial response** within the next business day, including the approval or denial of the applied **support credit**
- **Ongoing responses** after approval of the **support credit** will occur at least once each business day.

1.3 Delivery

All **support services** will be delivered exclusively through the [Shopp Support Help Desk](#).

1.4 Access

When required for the purposes of diagnostics, troubleshooting, qualification of **support tickets**, and patching bugs of the **customer copy** of **supported products**, the **customer** agrees to provide the necessary level of access to **customer computer systems, software, and hosting environment** in order for **Ingensis** to perform **support services**. This access includes but is not limited to:

Site Store

- Single-Site Access >
- Developer Access >
- Developer Access [Upgrade] >

Payment Gateways

Shipping Modules

Storage Engines

Support Services

Trust Services

Plugins

Books

Extras

Themes

Languages

Plugins

- 🎬 Customers need to know what to expect.
- 🎬 Clearly communicate your 5 W's.
- 🎬 Support policies should be easy to find
- 🎬 Do what you say.

3. Documentation is Gold

- ❁ Nothing heads off support requests better than well-written, organized, and helpful documentation.
- ❁ Ideally, your users should only have to contact you as a last resort for most issues.
- ❁ Continually improve your docs and learn from your feedback and questions.

WordPress.ORG

Showcase Themes Plugins Mobile Support [Get Involved](#) About Blog Hosting [Download WordPress](#)

Search WordPress.org

Make WordPress Documentation

Blog Documentation Handbook

Tagged: handbooks [Toggle Comment Threads](#) [Keyboard Shortcuts](#)

[Permalink](#) [Reply](#) [Edit](#) [Follow](#) [Flag Unresolved](#)

Ryan Markel 11:56 am on July 28, 2013
Tags: Contribute Day 2013, handbooks, theme developer handbook

Theme Developer Handbook @ Contribute Day

ok; let's take some bits of the handbook – each bit should be reviewed for usefulness and accuracy. Keep in mind that we're aiming for a resource that people can use to check as they develop a theme.

Here's the list of topics – each should get a pass from a volunteer and then pass it to Se for a style review. Tick off the topic when you take it and add any notes by editing the post. When Se says "it's done," she'll add another note and we'll then consider it to be checked in. 😊

Introduction

- ☒ Content Management in WordPress ([@handstewart](#))
- ☒ What is a Theme? ([@bolauzen](#))

Part One: Theme Basics

- ☒ Including CSS stylesheets and scripts ([@handstewart](#))
- ☒ Template Tags ([@bolauzen](#))
- ☒ The Loop ([@handstewart](#))
- ☒ Theme Files and Organization ([@diginavy](#))
- ☒ Page Templates ([@ornicoh](#))
- ☒ Template Hierarchy ([@oazy](#))
- ☒ Theme Functions ([@handstewart](#))

Part Two: Theme Functionality

- ☒ Accessibility ([@oazy](#))
- ☐ Comments ([@davidjaletta](#))
- ☐ Media
- ☒ Navigation Menus ([@boydston](#))
- ☒ Pagination ([@hopixelista](#))
- ☒ Post Thumbnails ([@brainfection](#))
- ☒ Sidebars ([@hopixelista](#))
- ☒ Translation ([@brainfection](#))
- ☒ widgets <http://codex.wordpress.org/Widgelize-Themes> ([@anaworka](#))
- ☐ Next and Previous Links http://codex.wordpress.org/Next_and_Previous_Links
- ☐ Linking Theme Files and Directories http://codex.wordpress.org/Determining_Plugin_and_Content_Directories
- ☐ Custom Headers http://codex.wordpress.org/Custom_Headers
- ☐ Adding Admin Menus http://codex.wordpress.org/Adding_Administration_Menus

Part Three: Advanced Theme Topics

- ☒ Child Themes ([@mt_Suzette](#))
- ☐ Theme Customizer [This still needs to be properly incorporated: http://codex.wordpress.org/Theme_Customization_API]

Current Projects

- Handbooks
- Codex
- Code Reference
- Backbone

Handbooks

- Theme Developer
- Plugin Developer
- Tables of Contents Spreadsheets:
- Theme Developer Handbook
- Spreadsheet

Reporting:

- Plugin Dev Handbook Reporting Thread
- Theme Dev Handbook Reporting Thread

Please report every Tuesday, stating your progress

Subscribe to Blog via Email

Enter your email address to subscribe to this blog and receive notifications of new posts by email.

Join 197 other subscribers

[Subscribe](#)

Weekly Chat

Thursdays, 1800 UTC, location [#wordpress-sfd](#)

6pm Amsterdam

5pm London

12 Noon Eastern

11am Central

10 am Mountain Time

9am Pacific

[In your time zone](#)

[IRC Logs](#)

[Help with IRC](#)

3. Documentation is Gold

The screenshot shows the official documentation page for the 'Better Internal Link Search' WordPress plugin. The page has a red header with a magnifying glass icon and a search bar containing 'Blazer Six'. Below the header, there's a section titled 'Better Internal Link Search' with a description: 'Improve the internal link popup manager with time-saving enhancements and features.' and a 'Download Version 1.2.4' button. A navigation bar includes links for Description, Installation, FAQ, Screenshots, Changelog, Stats, Support, Reviews, and Developers. The main content area is divided into two columns. The left column lists 'Features' such as searching by post/page title, including taxonomy terms, scheduled posts, and text highlighting. The right column shows 'Requirements' (3.4 or higher), 'Compatible up to: 3.6', 'Last Updated: 2013-8-15', and 'Downloads: 7,125'. Below this is a 'Ratings' section showing a 5-star rating from 14 users. A 'Screencast' section mentions a video by Eric Amundson. At the bottom, there's an 'Authors' section listing 'Blazer Six' and 'Brady Vercher', a 'Support' section with a link to the support forum, and a 'Compatibility' section for WordPress 3.5.2.

Better Internal Link Search

Improve the internal link popup manager with time-saving enhancements and features.

[Download Version 1.2.4](#)

[Description](#) [Installation](#) [FAQ](#) [Screenshots](#) [Changelog](#) [Stats](#) [Support](#) [Reviews](#) [Developers](#)

Features

- Search by post or page title when adding links to the editor or adding pages to a nav menu.
- Includes terms from any taxonomy in the search results so you can easily link to term archives.
- Scheduled posts are included in search results.
- Text highlighted in the editor when opening the internal link popup is searched for automatically.
- Adds a shortcut for quickly linking to the homepage. Just type 'home'!
- Provides the ability to create custom shortcuts with a little code.
- Powerful modifiers included for searching additional data sources to make linking fast and easy (Wikipedia, GitHub, iTunes, Spotify, Codex).
- Extendable so developers can add their own sources.

Requires: 3.4 or higher
Compatible up to: 3.6
Last Updated: 2013-8-15
Downloads: 7,125

Ratings

★★★★★
5 out of 5 stars

5 stars 14
4 stars 0
3 stars 0
2 stars 0
1 star 0

My Rating

★★★★★

Screencast

Eric Amundson over at [Ivy Cat](#) recorded this great overview of the plugin's features:

Better Internal Link Search - WordPress Plugin ...

Authors

[Blazer Six](#)
5 plugins

[Brady Vercher](#)
6 plugins

Support

1 of 1 support threads in the last two months have been resolved.

Got something to say? Need help?

[View support forum](#)

Compatibility

WordPress 3.5.2

- ❏ Apply screenshots liberally
- ❏ Consider video
- ❏ Try not to rely on video solely unless you transcribe or caption.

4. Find the Right Tools



4. Find the Right Tools

Your Support Platform

🎬 WordPress.org

🎬 ZenDesk

🎬 ClientExec

🎬 Kayako

🎬 Email

⚙️ Changing resolution after th... x + add

☎️ 💬 👤

🌸

☰

🔍

Views

My unsolved tickets 2

Photo uploads 20

Shipping and returns 12

Model 1000+ questions 7

Model 2000+ questions 8

Unassigned tickets 7

All unsolved tickets 22

Recently updated tickets 1

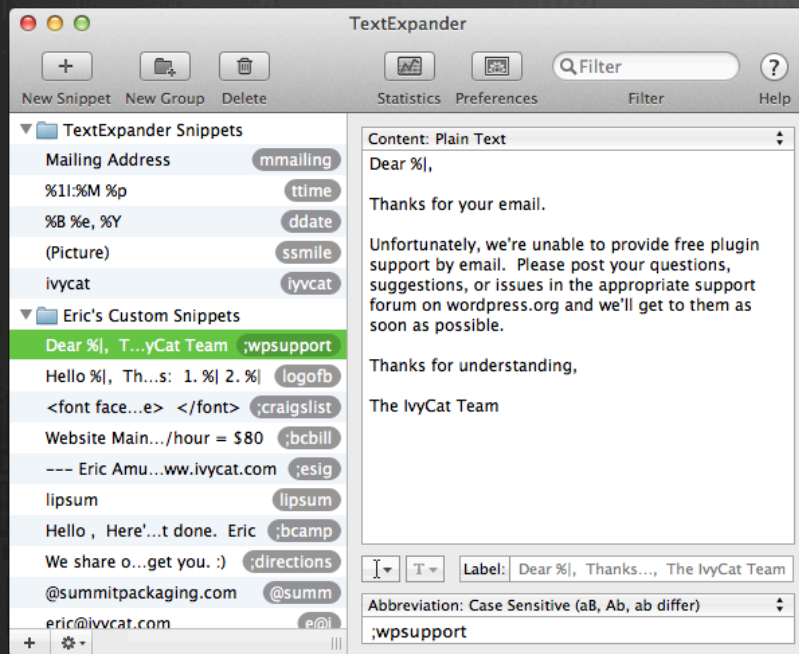
New tickets in your groups 2

Model 1000+ questions (7)

Start

| <input type="checkbox"/> | SATISFACTION | SUBJECT | REQUESTER | REQUESTED | ASS |
|--------------------------|--------------|--|-----------------|-----------|-----|
| <input type="checkbox"/> | 🟡 Unoffered | Changing resolution after the fact | Jessie Prestige | Aug 31 | - |
| <input type="checkbox"/> | 🟡 Unoffered | How do I use my new Canon 5d Mark III | Sammy Chang | Aug 17 | - |
| <input type="checkbox"/> | 🟡 Unoffered | I love your store! You always have the la... | Andrea Helms... | Jul 03 | - |
| <input type="checkbox"/> | 🟡 Unoffered | Help with Camera | Cori Hemmah | Jul 03 | - |
| <input type="checkbox"/> | 🟡 Unoffered | How Can I Change the Lens on My Came... | Jacob Meltzer | Jul 03 | - |
| <input type="checkbox"/> | 🟡 Unoffered | Camera Battery | Andrew Gori | Jul 03 | - |
| <input type="checkbox"/> | 🟡 Unoffered | Camera Speed | Andrea Helmbolt | Jul 03 | - |

4. Find the Right Tools



Snippets

- ❖ TextExpander
- ❖ AutoHotKey
- ❖ Your IDE

Snippet Tips

- ❖ Get the same question twice? Make a snippet.
- ❖ Sync & Share (Dropbox)
- ❖ Personalize if possible – don't just copy/paste

4. Find the Right Tools

Text Editor

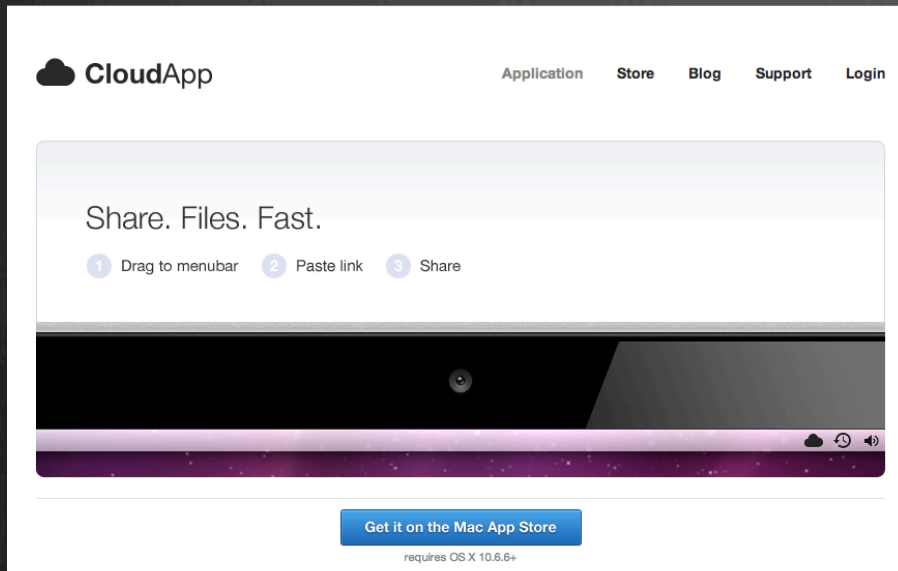
- ⦿ Your IDE of choice
(mine's *Sublime Text*)
- ⦿ Learn the shortcuts
(hotkeys, macros)
- ⦿ Format code and follow
WP.org coding standards

```
36 /* =====
37      Header
38      =====
39
40 .banner {
41     .header-top {
42         background: url(../img/lrgreen-background.jpg) @pchs-lrgreen;
43         margin-bottom: 1px;
44         #google_translate_element {
45             float: left;
46             width: auto;
47             margin-top: 6px;
48             .goog-logo-link {
49                 margin-left: 3px;
50                 width: 37px;
51                 height: 13px;
52             }
53         }
54         .nav-utility {
55             float: right;
56             width: auto;
57             .nav li.dropdown.open > .dropdown-toggle,
58             .nav li.dropdown.active > .dropdown-toggle,
59             .nav li.dropdown.open.active > .dropdown-toggle {
60                 background-color: lighten(@pchs-lrgreen, 5%);
61             }
62         }
63         #font-switcher {
64             float: right;
65             width: auto;
66             list-style: none;
67             margin: 10px 0 0;
68             li {
69                 display: inline-block;
70                 a {
71                     color: @white;
72                     &#fs-s {
73                         font-size: 80%;
74                     }
75                     &#fs-m {
76                         font-size: 100%;
77                     }
78                     &#fs-l {
79                         font-size: 120%;
80                     }
81                 }
82             }
83         }
84     }
85 }
```

4. Find the Right Tools

File Sharing & Short Links

- 🎬 CloudApp
- 🎬 Dropbox
- 🎬 Google Drive



CloudApp

Application Store Blog Support Login

Share. Files. Fast.

1 Drag to menubar 2 Paste link 3 Share

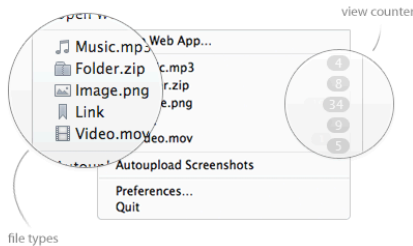
Get it on the Mac App Store

requires OS X 10.6.6+

Simple

CloudApp allows you to share **images, links, music, videos** and **files**. Here is how it works: choose a file, drag it to the menubar and let us take care of the rest. We provide you with a short link automatically copied to your clipboard that you can use to share your upload with co-workers and friends.

Additionally you can **view, track** and **delete** files right from your menubar.



file types

view counter

4. Find the Right Tools

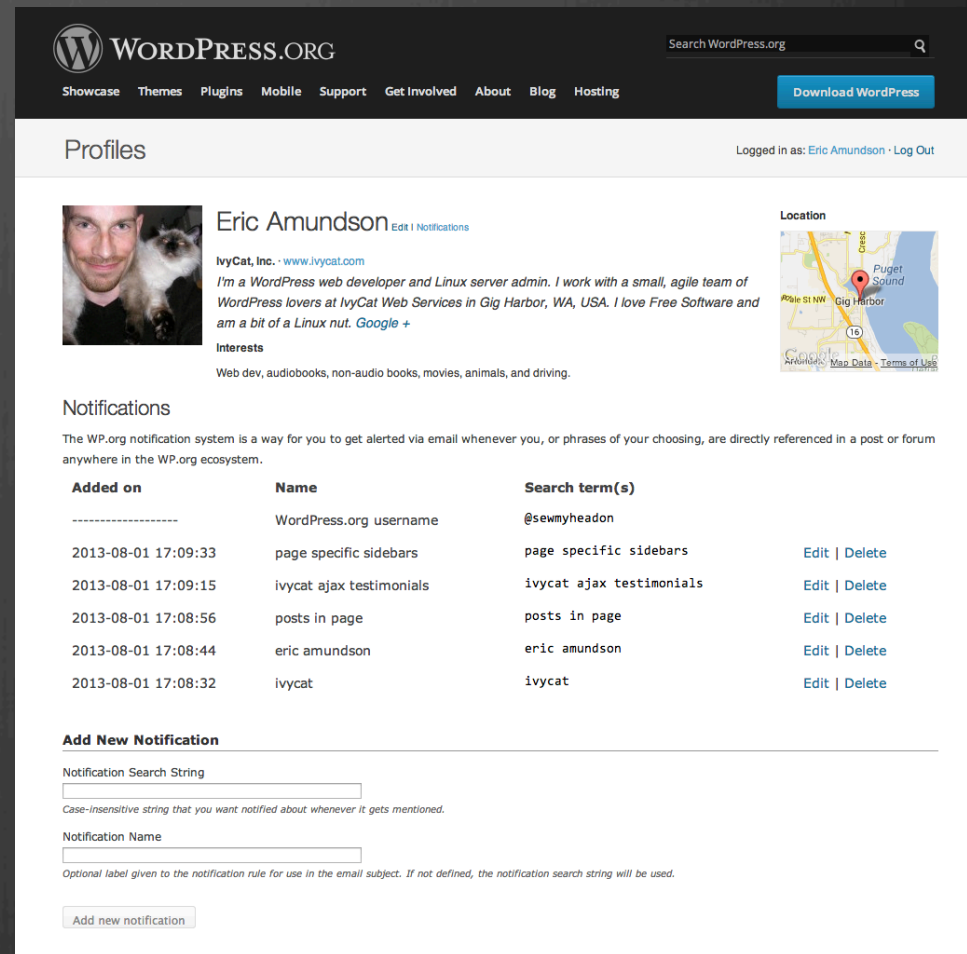
Notifications

🎬 WordPress.org Profile Notifications

profiles.wordpress.org/<username>

🎬 Google Alerts

www.google.com/alerts



The screenshot shows the WordPress.org profile page for Eric Amundson. The page includes a profile picture, a bio, a location map, and a table of notifications. The notifications table has columns for 'Added on', 'Name', and 'Search term(s)', with links to 'Edit' and 'Delete' for each entry. Below the table is a form to 'Add New Notification' with fields for 'Notification Search String' and 'Notification Name'.

WordPress.org Search WordPress.org

Showcase Themes Plugins Mobile Support Get Involved About Blog Hosting [Download WordPress](#)

Profiles Logged in as: [Eric Amundson](#) · [Log Out](#)

Eric Amundson [Edit](#) | [Notifications](#)

Location

Interests

Notifications

The WP.org notification system is a way for you to get alerted via email whenever you, or phrases of your choosing, are directly referenced in a post or forum anywhere in the WP.org ecosystem.

| Added on | Name | Search term(s) | |
|---------------------|--------------------------|--------------------------|---|
| ----- | WordPress.org username | @sewmyheadon | |
| 2013-08-01 17:09:33 | page specific sidebars | page specific sidebars | Edit Delete |
| 2013-08-01 17:09:15 | ivycat ajax testimonials | ivycat ajax testimonials | Edit Delete |
| 2013-08-01 17:08:56 | posts in page | posts in page | Edit Delete |
| 2013-08-01 17:08:44 | eric amundson | eric amundson | Edit Delete |
| 2013-08-01 17:08:32 | ivycat | ivycat | Edit Delete |

Add New Notification

Notification Search String

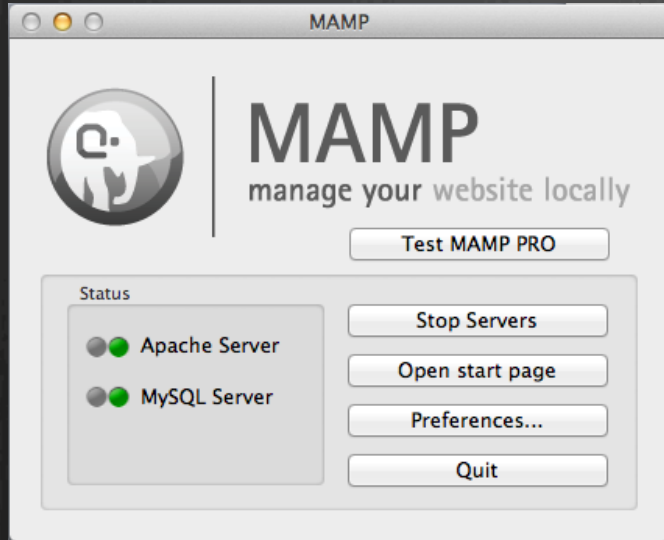
Case-insensitive string that you want notified about whenever it gets mentioned.

Notification Name

Optional label given to the notification rule for use in the email subject. If not defined, the notification search string will be used.

[Add new notification](#)

4. Find the Right Tools



Local Test Environment

- ❶ MAMP
- ❷ XXAMP
- ❸ LAMP
- ❹ Vagrant



Lots of articles – it's not that hard.

4. Find the Right Tools

Time Tracker

🎬 Toggl

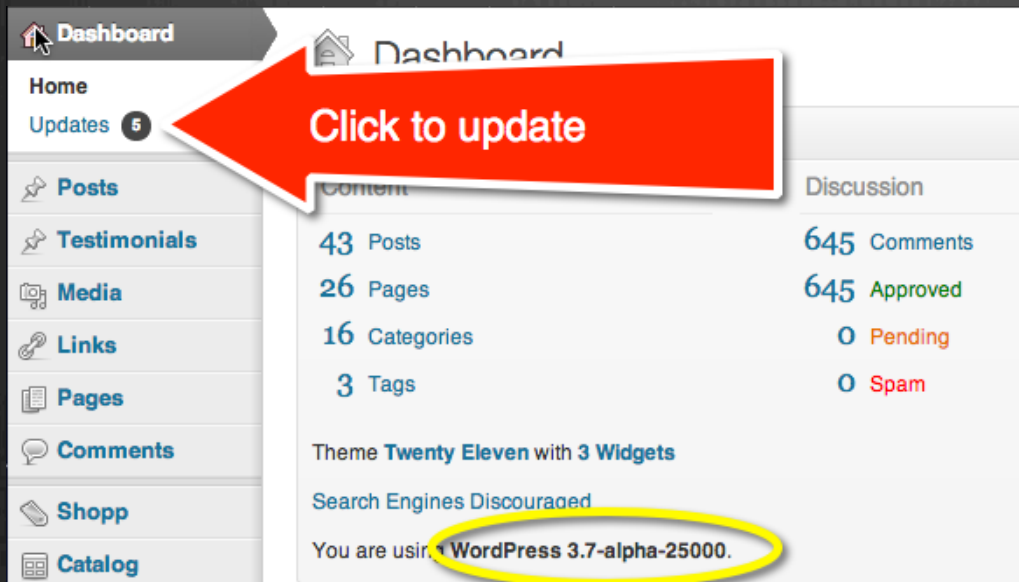
🎬 Harvest

The screenshot displays the Toggl web application interface. At the top, there's a navigation bar with links for Home, Reports, Settings, Help, My Profile, and Logout. The main content area is titled "What are you working on?" and features a search bar, a "0 min" timer, and a "Start" button. Below this, a section titled "Stuff you've done so far" lists time entries for today, yesterday, and a specific date (MON 29. OCT). Each entry includes a task name, client, duration, and a "CONTINUE" button. On the right side, there's a user profile for "JOHN SWIFT" with a "Change profile" link, a bar chart showing time spent this week (15:27 H), and a mobile app promotion.

| Category | Task | Client | Duration | Time Range | Action |
|----------------------|---------------|-------------------------|-----------|---------------------|----------|
| TODAY - 4:43 h | Questions | ABC Limited. Generatir | 12:00 min | 11:58 AM - 12:10 PM | CONTINUE |
| | Newer copy | Big Client. Website des | 30:00 min | 11:53 AM - 12:23 PM | CONTINUE |
| | Feedback | Big Client. Web Suppor | 02:01:48 | 10:22 AM - 12:24 PM | CONTINUE |
| | Testing | Client 426. Freshbooks | 02:00:00 | 10:11 AM - 12:11 PM | CONTINUE |
| YESTERDAY - 2:52 h | Testing 10894 | Big Client. Website dev | 01:40:25 | 6:30 PM - 8:10 PM | CONTINUE |
| | Reading news | | 01:12:00 | 9:19 AM - 10:31 AM | CONTINUE |
| | | | | | |
| MON 29. OCT - 7:50 h | Questions | ABC Limited. Generatir | 07:50:55 | 10:39 AM - 6:30 PM | CONTINUE |

Go to reports to see older time entries

4. Find the Right Tools



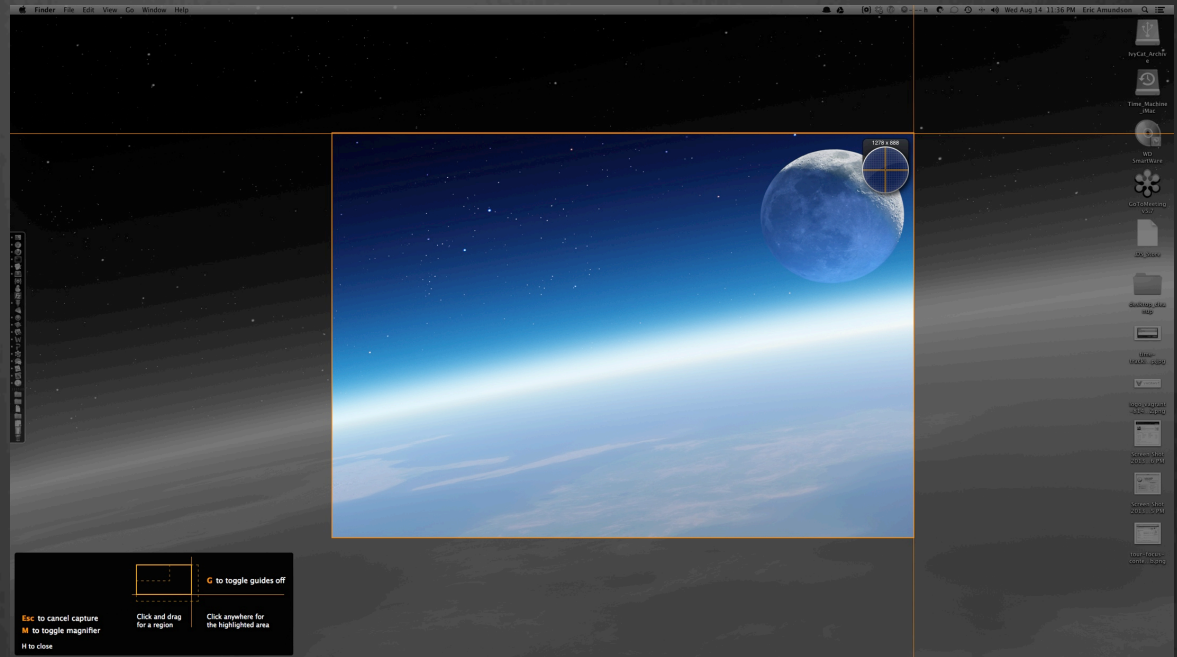
Screenshots

- 🎬 SnagIt!
- 🎬 Skitch
- 🎬 PrintScr
- 🎬 CMD + Shift + 4 (Mac)

4. Find the Right Tools

Video

- SnagIt!
- Camtasia
- Screenflow
- Jing



5. Learn to Listen

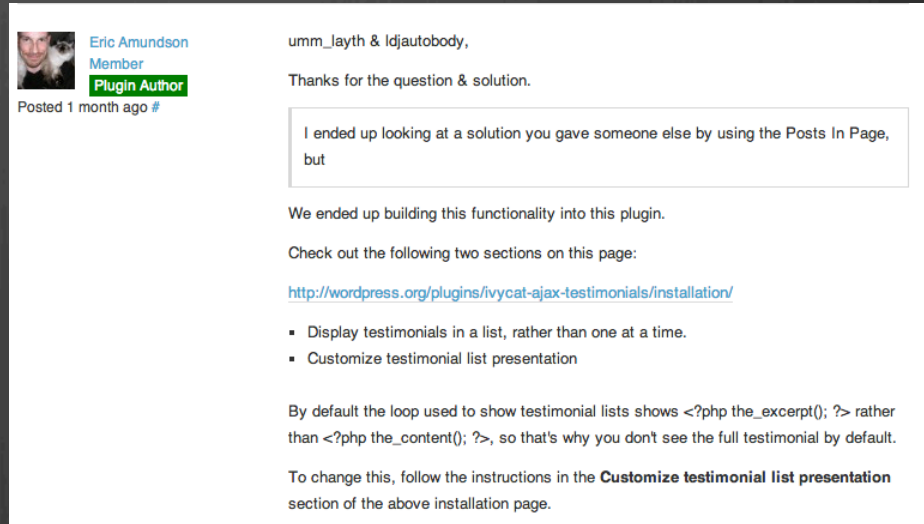


- Listening is more than hearing.
- Stop, read, think.
- Empathize
 - remember what it was like
 - imagine how it is now.

6. Clearly Communicate

Write for web

- ⦿ front-load copy
- ⦿ short paragraphs
- ⦿ blockquotes
- ⦿ use lists
- ⦿ be concise.



The screenshot shows a forum post by a user named Eric Amundson, who is a member and plugin author. The post is titled 'umm_layth & Idjautobody,' and is a response to a question. The post content is as follows:

Thanks for the question & solution.

I ended up looking at a solution you gave someone else by using the Posts In Page, but

We ended up building this functionality into this plugin.

Check out the following two sections on this page:

<http://wordpress.org/plugins/ivycat-ajax-testimonials/installation/>

- Display testimonials in a list, rather than one at a time.
- Customize testimonial list presentation

By default the loop used to show testimonial lists shows `<?php the_excerpt(); ?>` rather than `<?php the_content(); ?>`, so that's why you don't see the full testimonial by default.

To change this, follow the instructions in the **Customize testimonial list presentation** section of the above installation page.

6. Clear Communication

- Use numbered lists for easy reference later.
- Write / speak simply
 - English isn't everybody's 1st
 - Proof before you post
- Show and tell
 - Use screenshots when helpful.
 - Use quick videos



7. Collect, Analyze & Adapt

- 🎬 Learn from your support questions
- 🎬 Install / make analytics of some kind
- 🎬 Review support requests regularly and find ways you can improve & keep it simple.

🏠 Home

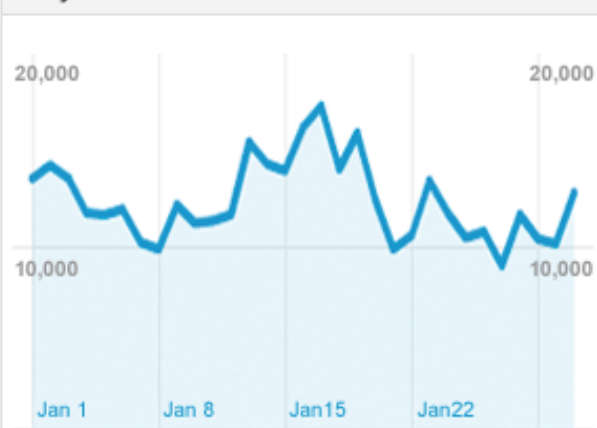
Standard Reporting

Custom Reporting

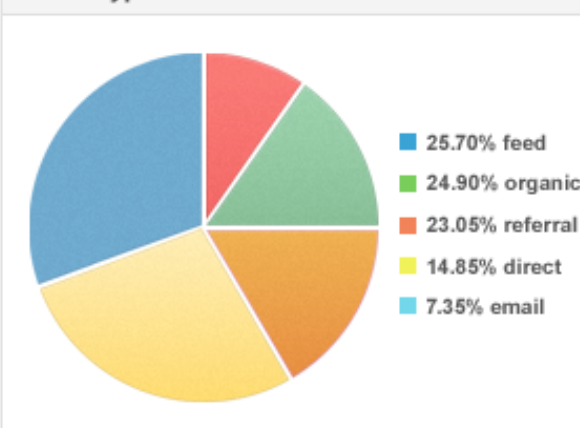


My Dashboard

Daily Visits



Traffic Types

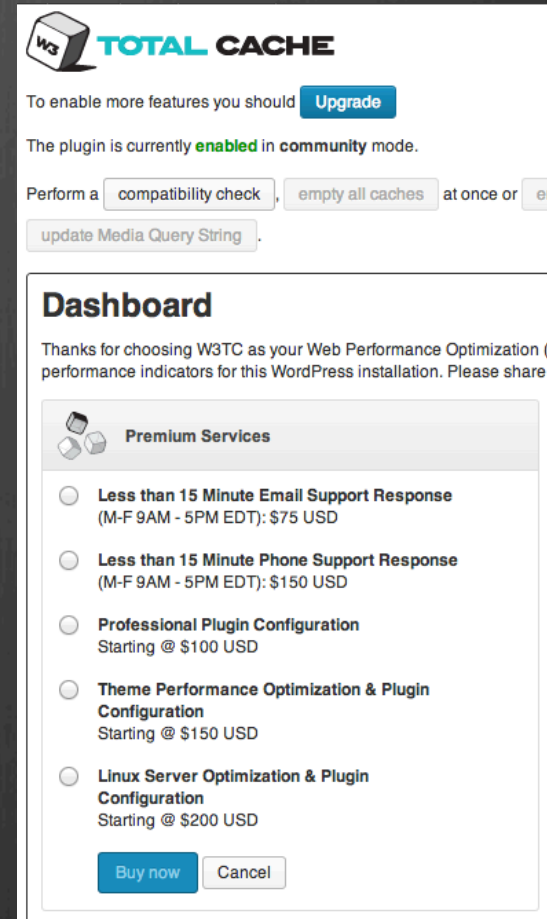


Time on Site by Country

| Country/Territory | Visits | Avg. Time on Site |
|-------------------|--------|-------------------|
| United States | 67,445 | 00:01:54 |
| United Kingdom | 18,948 | 00:01:37 |
| India | 8,882 | 00:00:58 |
| Canada | 6,371 | 00:01:02 |
| Germany | 5,845 | 00:00:32 |
| France | 5,243 | 00:00:38 |

8. Have a Priority Option

- Some people NEED HELP NOW!!
- Good support *always* costs something – it's your time.
- Consider having a priority support option
 - Tokens
 - Subscriptions
 - Packages



The screenshot shows the TOTAL CACHE WordPress plugin dashboard. At the top, there's a logo for 'TOTAL CACHE' and a message: 'To enable more features you should [Upgrade](#)'. Below this, it says 'The plugin is currently **enabled** in **community** mode.' There are buttons for 'Perform a compatibility check', 'empty all caches', and 'at once or'. A button for 'update Media Query String' is also visible.


The main section is titled 'Dashboard' and includes a thank you message: 'Thanks for choosing W3TC as your Web Performance Optimization (WPO) solution. Here are some performance indicators for this WordPress installation. Please share your feedback.' Below this is a section for 'Premium Services' with a list of options:

- ☐ Less than 15 Minute Email Support Response (M-F 9AM - 5PM EDT): \$75 USD
- ☐ Less than 15 Minute Phone Support Response (M-F 9AM - 5PM EDT): \$150 USD
- ☐ Professional Plugin Configuration Starting @ \$100 USD
- ☐ Theme Performance Optimization & Plugin Configuration Starting @ \$150 USD
- ☐ Linux Server Optimization & Plugin Configuration Starting @ \$200 USD

At the bottom of the premium services section are 'Buy now' and 'Cancel' buttons.

8. Have a Priority Option

The current version of Event Espresso is 3.1.34.1.P [[download](#) | [view changelog](#)]

 **Event Espresso™**

FEATURES PRICING ADD ONS SUPPORT ABOUT BLOG [Sign In](#)

Support

Answers and insights to Event Espresso's most important questions.

Support Forum
Professional help from Event Espresso staff and experienced users.
[VIEW FORUMS →](#)

Documentation
Resources for the beginner and advanced users.
[ACCESS DOCS →](#)

VIP Membership
[See Pricing](#)
More than Support

Support Tokens
Priority support when you want a hand from the experts.
[ORDER NOW →](#)

Contact Us
For questions about your account, billing, partnerships or media inquiries.
[EMAIL US →](#)

Business Hours
Live support is available:
Monday – Friday
9AM – 6PM EDT
1PM – 10PM GMT

Just the FAQ's. Some of the Support Basics.

How do I get help with Event Espresso?
For plugin support, the best way to receive help is with the [Support Forums](#). If you need urgent help please order a [Support Token](#).

I think I found a security vulnerability in your plugin. How do I report this?

Please do **not** post security vulnerabilities in the forums or they will be removed immediately. Instead, use this [security vulnerability form](#) to report a security issue and the issue will be forwarded directly to our development team to address the issue.

How do I get help with my account?
We want to keep your personal questions private so for billing or account-related questions please [contact us](#) directly.

How do I get upgrades?

Log into your [Account](#) and you will have access to downloads of the new version and documentation.

Can I get your help to customize Event Espresso?

Of course. Submit a [Customization Review Form](#) to get started.

- There are a lot of WordPress *builders* that need help for their customers.
- Make it worth your while.
- Outsource. Tweaky, other dev shops, contractors.
- Analyze your priority options.

You gotta know when to hold 'em, know when to fold 'em . . .

9. Know When to Walk Away

People can be:

- ❖ Panicked
- ❖ Nasty
- ❖ Rude
- ❖ Entitled
- ❖ Manipulative
- ❖ Overwhelming
- ❖ Threatening



9. Know When to Walk Away

- ❁ Exploding at a user, or putting them in their place rarely makes you look better or solves the problem.
- ❁ When angry or defensive, walk away.
- ❁ If you must respond, be a robot – get data, analyze, reply, move on.



9. Know When to Walk Away

Venting tactics
that hurt

- ⊗ Let 'em have it!
- ⊗ Public ridicule,
even if it's
anonymous
- ⊗ Us vs. Them
- ⊗ Piling on.



9. Know When to Walk Away



Sometimes the one
who walked away was
not punishing you.
They were giving
you a gift. There
is a such thing as
"GOOD" Bye.

-thema davis-

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Venting tactics that help:

- ⦿ Write what you'd like to say in a Word or text doc.
- ⦿ Take a walk.
- ⦿ Tell a friend offline, or in a protected area.
- ⦿ Put yourself in their place.
- ⦿ Look at cat pictures.
- ⦿ Eat bacon.
- ⦿ Sleep on it.

10. Be Yourself



- ⦿ People can tell when you're genuine.
- ⦿ The WordPress Community is People!
- ⦿ Have fun.

My Support Challenge

- 🎬 If you haven't, register for an account on WordPress.org.
- 🎬 Set aside 20 minutes per week to answer two questions
- 🎬 If you're hooked, join the WordPress Docs & Support Team.



Special Thanks / Cast

- ⌘ Seattle WordPress Meetup
- ⌘ Siobhan Bamber – *Support Intern*, WordPress.org
- ⌘ Jerry Bates – *Happiness Engineer*, Automattic
- ⌘ Marty Diamond – *Conversion Optimization*, Diamond Website Conversion
- ⌘ Ian Dunn – *Code Wrangler*, Automattic
- ⌘ Mika Epstein – *Half-elf Support Rogue*, WordPress.org / DreamHost
- ⌘ Laura Espinosa – *Project Manager*, IvyCat
- ⌘ Ryan Markel – *Happiness Engineer*, Automattic
- ⌘ Siobhan McKeown – *Docs Team Leader*, Audrey Capital
- ⌘ Anne Plummer – *Web Developer*, IvyCat
- ⌘ Kathryn Presner – *Happiness Engineer*, Automattic
- ⌘ Maria Scarpello & *Support Ninjas*, WooThemes
- ⌘ Andrew Spittle, *Lead Happiness Engineer*, Automattic



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Get in Touch!

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