BE Simple
STAFFING

FREE INDUSTRY PLAYBOOK

The SaaS support playbook

A briefing document for software teams that want a dedicated Tier 1 and Tier 2 desk, without turning engineers into the front door.

besimplestaffing.com
A briefing document for operators. No invented statistics.

Why the queue gets stuck

SaaS support looks simple on a careers page and messy in the helpdesk. The same queue holds password resets, billing retries, seat changes, confused onboarding, and bugs that resemble user error until the fifth screenshot. When those tickets sit too long, users lose confidence. When they are dumped on engineers, the roadmap slips.

Teams often search for “nearshore customer support” because they want strong English, a dedicated group that can learn the product, and hours that overlap with US users. Some providers deliver that from Latin America or the Caribbean. Our model is a dedicated team in our own office in Prishtina, staffed to your customers' timezone — including later shifts when you serve the US West Coast. If you specifically need a Latin American delivery center, say so early; we are not that company.

This playbook helps you write a brief a partner can actually work from. It does not invent churn percentages or first-response benchmarks.

Typical signs the model should change

- Engineers or founders are still the people closing a long tail of Tier 1 tickets.
- Macros exist, but nobody owns keeping them current after a release.
- A previous outsourced queue sounded generic and escalated either too much or too late.
- You do not have a written list of what support may change on an account.

What the team should own

A dedicated SaaS support team lives in your helpdesk — Zendesk, Intercom, Freshdesk, HubSpot, or the tool you already use — and learns your product the way a new in-house hire would: knowledge base, sandbox or staging access, recorded walkthroughs, and a reviewer on your side for the first stretch.

Usually in scope (Tier 1 and Tier 2)

- Account access, password and MFA issues, and basic profile or workspace changes.
- Billing questions, plan changes, invoices, and dunning conversations within rules you set.
- Onboarding and how-to guidance that already has a documented answer.
- Triage, tagging, and routing so the queue stays readable.
- First-line troubleshooting, with reproduction steps attached when something looks like a defect.

Usually kept in-house

- Tier 3 engineering, infrastructure incidents, and security reviews.
- Product decisions, pricing exceptions, and contractual commitments.
- Anything involving permissions you are not prepared to grant a remote agent.

The escalation path is the product. A good desk attaches context and steps already tried. A weak desk either guesses or forwards the raw ticket. Budget a short briefing whenever you ship something that changes a user-facing flow. That is lighter than managing a full local hire, but it is not zero.

Coverage, briefing, and pricing context

Start with the hours your users actually ask for help. Many B2B products are well served by US business hours. Consumer or global products may need evenings, weekends, or a four-person 24/7 rota. Do not buy around-the-clock coverage you cannot brief or review.

Model	Rate	Notes
US business hours	$1,995 / month per agent	One-agent minimum; hours aligned to your customers' timezone
24/7 or night shift	$2,395 / month per seat	True 24/7 uses four agents; night or weekend seats can be added individually
AI + human hybrid	$2,495 / month	One-agent minimum; a person still owns the messy conversations

No setup fee. Three-month initial term, then month-to-month. Founding clients receive 50% off the first month. Most teams are live in two to four weeks. See besimplestaffing.com/pricing.html.

> **Briefing checklist.** Helpdesk access and macros; a product sandbox or recorded tours; a list of account actions the desk may take; billing and refund rules; the tagging scheme you want; a named engineering or product contact; and a habit for posting release notes to the support team.

Next step

If you want to talk through a desk for your product, write to Jon Kludt at jon.kludt@varosity.com or use besimplestaffing.com/contact.html. Useful context: the product category, the helpdesk you use, approximate ticket volume, hours to cover, and what you want to keep in-house.

The longer public page is “Nearshore customer support for SaaS,” at besimplestaffing.com/use-cases/saas-customer-support.html.

BE Simple Staffing is a San Diego company with our own office in Prishtina. We will not invent case studies or performance numbers to close a conversation. If a workflow is a poor fit for a remote Tier 1/Tier 2 desk, we will say so.

This document is a briefing aid, not a contract. Public pricing applies unless a written agreement says otherwise.