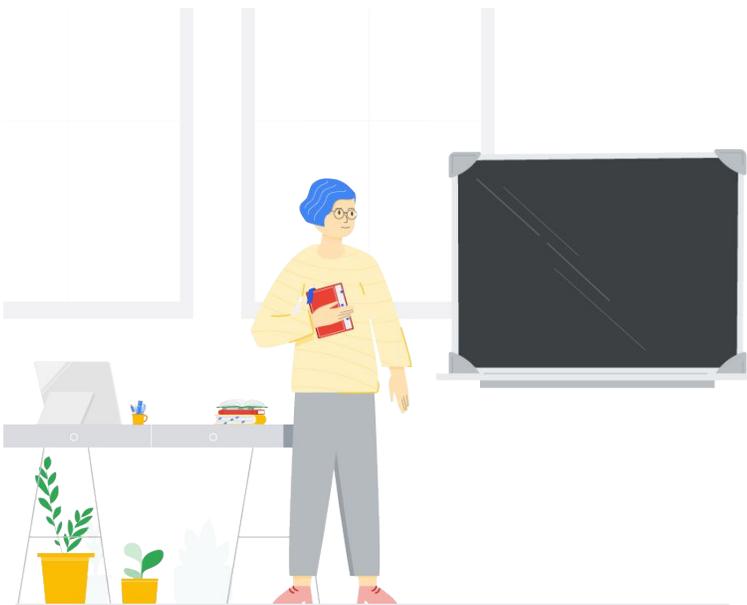


Welcome to the Technical Account Advisor service for Education

Google's Technical Account Advisor Service for Education provides your organization with proactive recommendations, product previews, extended support capabilities and more. In this playbook, we will explain exactly how.

Technical Account Advisor Service for Education

Let's start by looking at the basics of the Technical Account Advisor Service for Education – what does it mean for your organization?



This service empowers today's education organizations by providing an excellent experience for both students and staff. You will be partnered with a team of advanced technical experts with Google Workspace, education and Chrome-specific product knowledge who are as invested in your organization's success as you are.

Expert advisors will:



Monitor support cases, escalations, and incidents



Launch and implement technical guidance



Offer you personalized recommendations for technical Google Workspace for Education and Chrome training and resources



Proactively provide roadmap previews



Provide operational health reviews

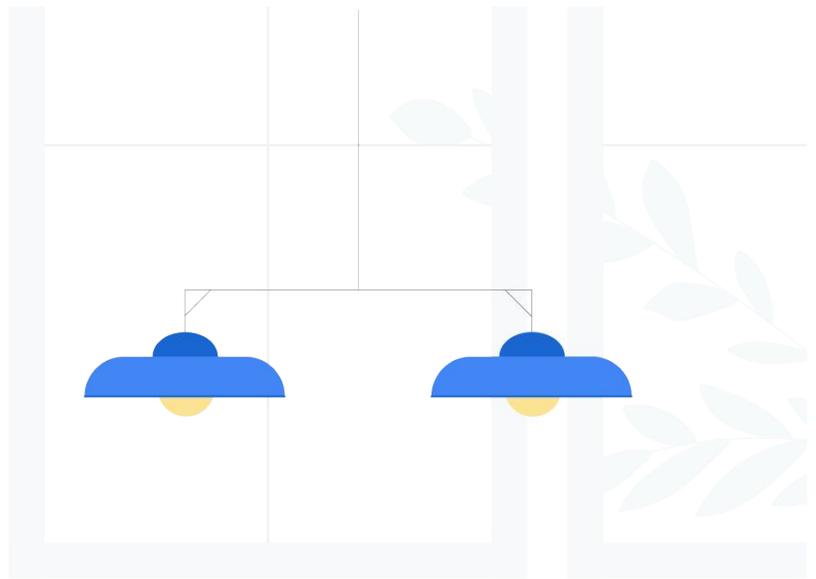
How the Technical Account Advisor Service can help you

Let's dive into the three key features of the Technical Account Advisor Service for Education that make it unique:

Extended support capabilities

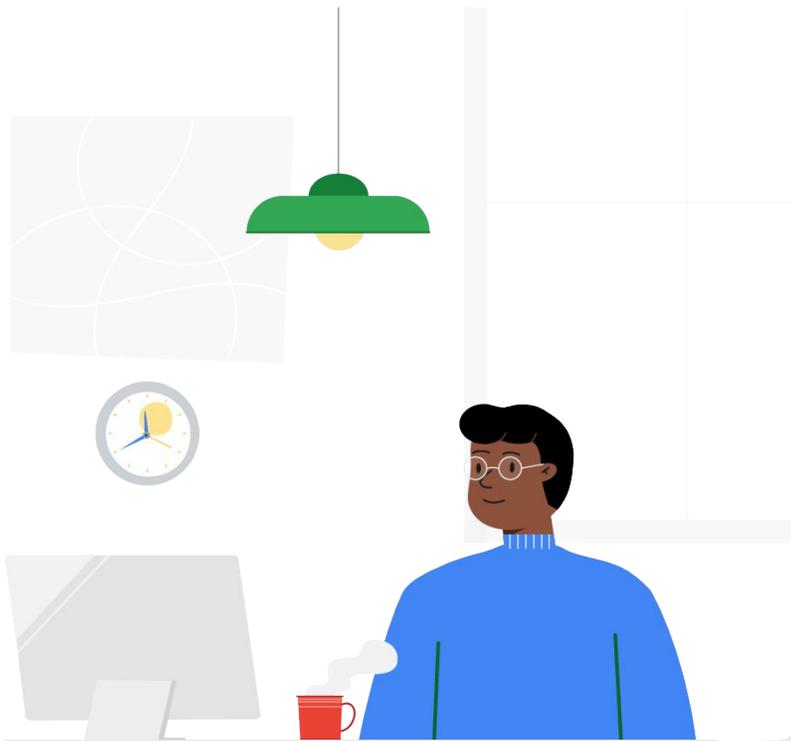
Support oversight

Proactive support recommendations

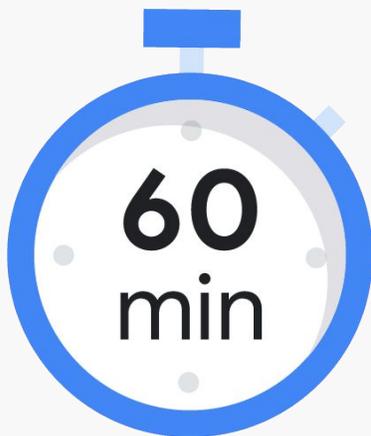


Extended support capabilities

You'll get better help, faster



As technology is now a central part of the learner experience, any issues can throw lessons off track. This can have a big impact on both students and educators. You need support that's fast and reliable, and that's exactly what's on the table with the Technical Account Advisor Service for Education.



When you raise a high-priority case, you can feel safe in the knowledge that you'll receive a meaningful response within one hour, getting both you and your learners back on track as quickly as possible.

Our technical experts have experience working with IT teams, and are familiar with the challenges posed by technology in the classroom. You can be confident that you're receiving the targeted support you need.

Support oversight

We offer case escalation and incident management as an integral part of the Advisor service. Expert advisors save you time and use their expert knowledge to provide best practice advice to ensure your products and technologies are optimally supported.



Your advisors monitor your cases and provide guided case escalation and incident management where needed.



Working closely with support and engineering teams to help ensure your cases are resolved as fast as possible, they also advocate on your behalf, helping move your case along quickly and providing you with regular updates.



You can keep your users informed and get back to normal service as quickly as possible.

They will also provide regular support service reviews to offer opportunities to fine tune your support experience, prevent future issues, and highlight notable trends and milestones. In addition, they'll update you with metrics on how your account is performing and make expert recommendations so you can ensure that you're set up for success.

Proactive support and recommendations

We recognize that Google Workspace for Education and Chrome forms a crucial part of your core educational mission, and so we want to help you ensure that you're continually implementing solutions that optimize your experience.



Roadmap previews

Your expert advisors will keep you informed about new product developments from Google for Education and make it easy for you to understand how they can help your organization.



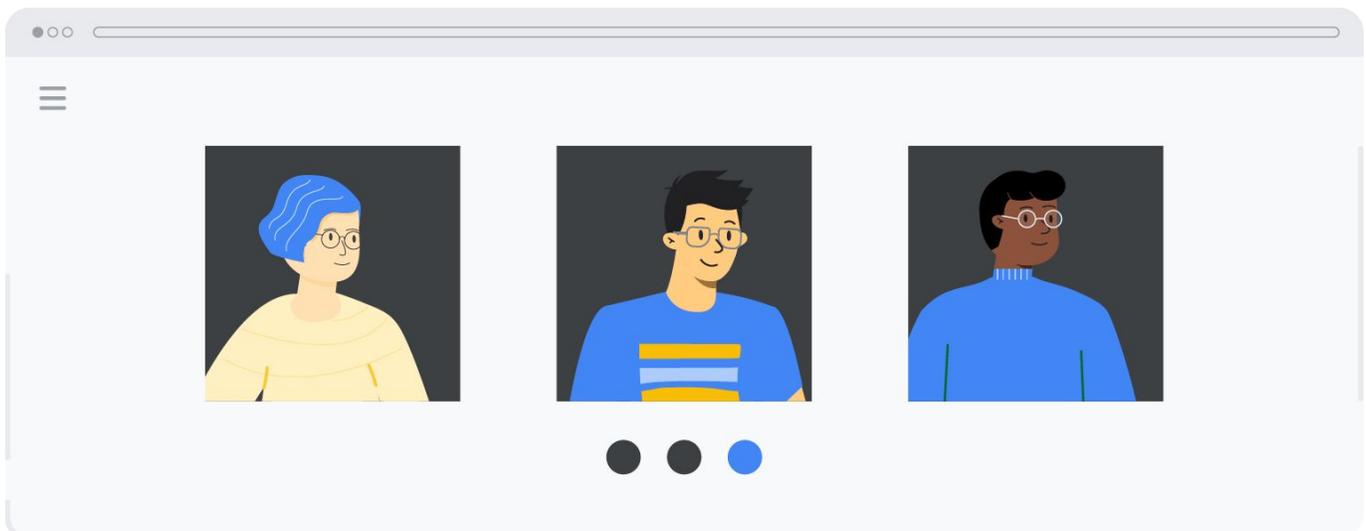
Technical training recommendations

Your expert advisors will spend time gaining an understanding of your organization's needs, which allows them to stay on top of and recommend to you the latest and greatest products, features, and training relevant to your goals.



Self-service learning opportunities

To upskill your staff and improve the learning experience for students. That way, your experience will continue to evolve over time as you incorporate new learning solutions recommended by your own personal expert advisors.



How to get the most out of the Technical Account Advisor Service for Education

There are a few simple ways in which you can set the scene for your Advisor team to ensure a successful and proactive partnership:

Collaborating and communicating

- ✓ Take time to explain your environment and deployment to the Advisor team.
- ✓ Explain where Google's oversight is most needed in your institution.
- ✓ Plan ahead and involve the Advisor team in tech planning before major events or changes occur.
- ✓ Help us to help you by keeping us informed of your changing needs as they arise.

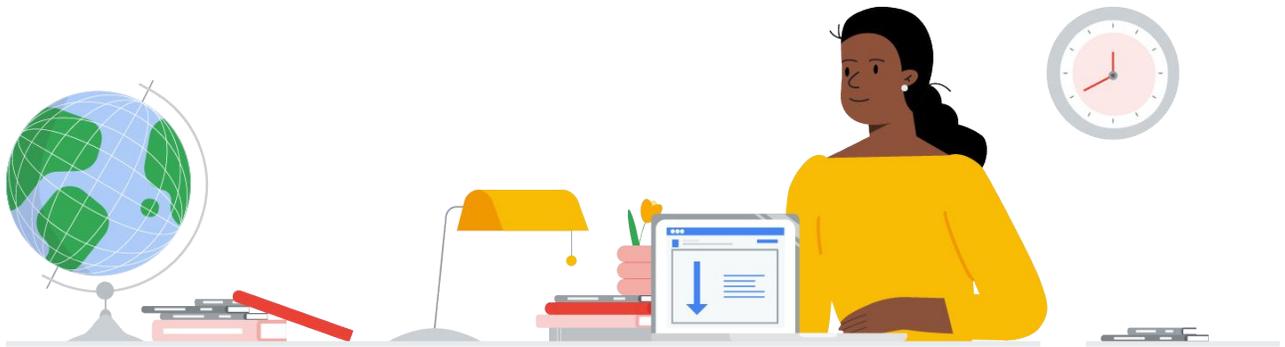


Resolving issues

Reach out to support early so that we can start working to resolve the issue quickly. The first step is to start a support case through the [Customer Care Portal](#). Filing your case in this way will help speed up processing and authentication. Once your case is filed, we'll begin the process of resolving it for you.

Filing a support case

When filing a support case, make sure that you're providing clear and complete information on time: this includes product, location, URLs, usernames, related artifacts or other identifiers, and problem type. Detailed understanding of these key components will help Support reach a resolution sooner.



Explaining your need:

- ? What is the exact issue? Is it an outage, a degraded service, a break-fix, or a request for general advice?
- ? Be clear on what result you need so that we can align our service to meet your expectations.
- ? Give some context on the location of the problem; did the issue occur in development, test, or production?
- ? Provide details of any troubleshooting or investigation you may have already done.

Describe the impact of your problem

This will allow Support to better assess the urgency and priority of the issue. If an issue has a high impact, our experts can escalate your case internally when needed. Describing the impact can include telling us the number of machines or users affected, or other relevant details of why the issue is important.

After you've reached out to Support and provided the necessary information, we'll get to work straight away.



At the **Assigned stage**, we'll send an FMR (first meaningful response).



At the **In-progress Google Support stage**, we'll troubleshoot your case and provide regular updates.



At the **IPGE stage** (when Support may need to reach out to Engineering in order to get the issue resolved), updates will be a little less frequent.



If extra information is needed to resolve your issue, you'll be contacted during the **Waiting on Customer Response stage**.



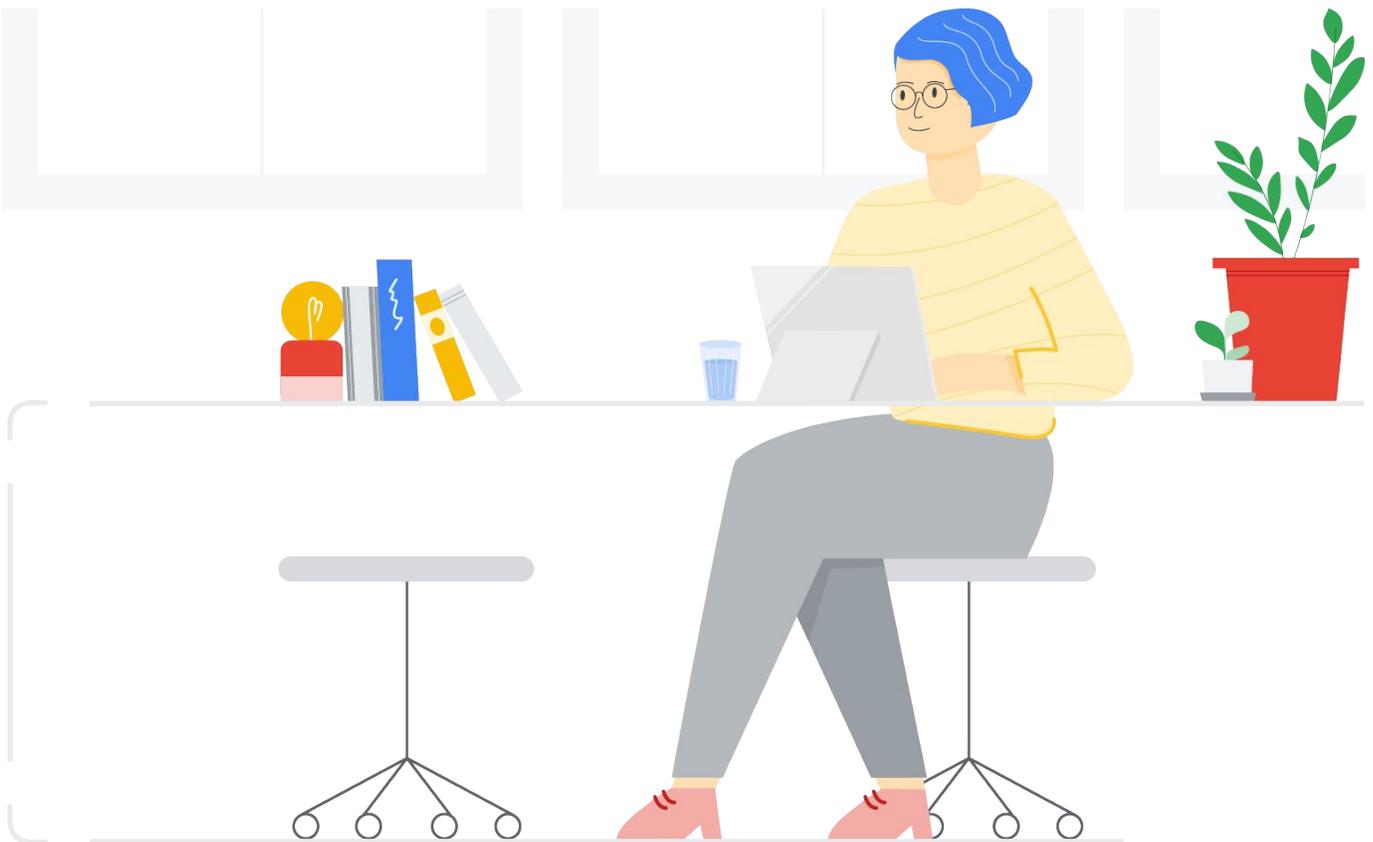
At the **Solution Offered stage**, we'll ask for your feedback to ensure the problem has been resolved.



Once you're happy, the case will be moved to the **Closed stage**.

Escalating your case

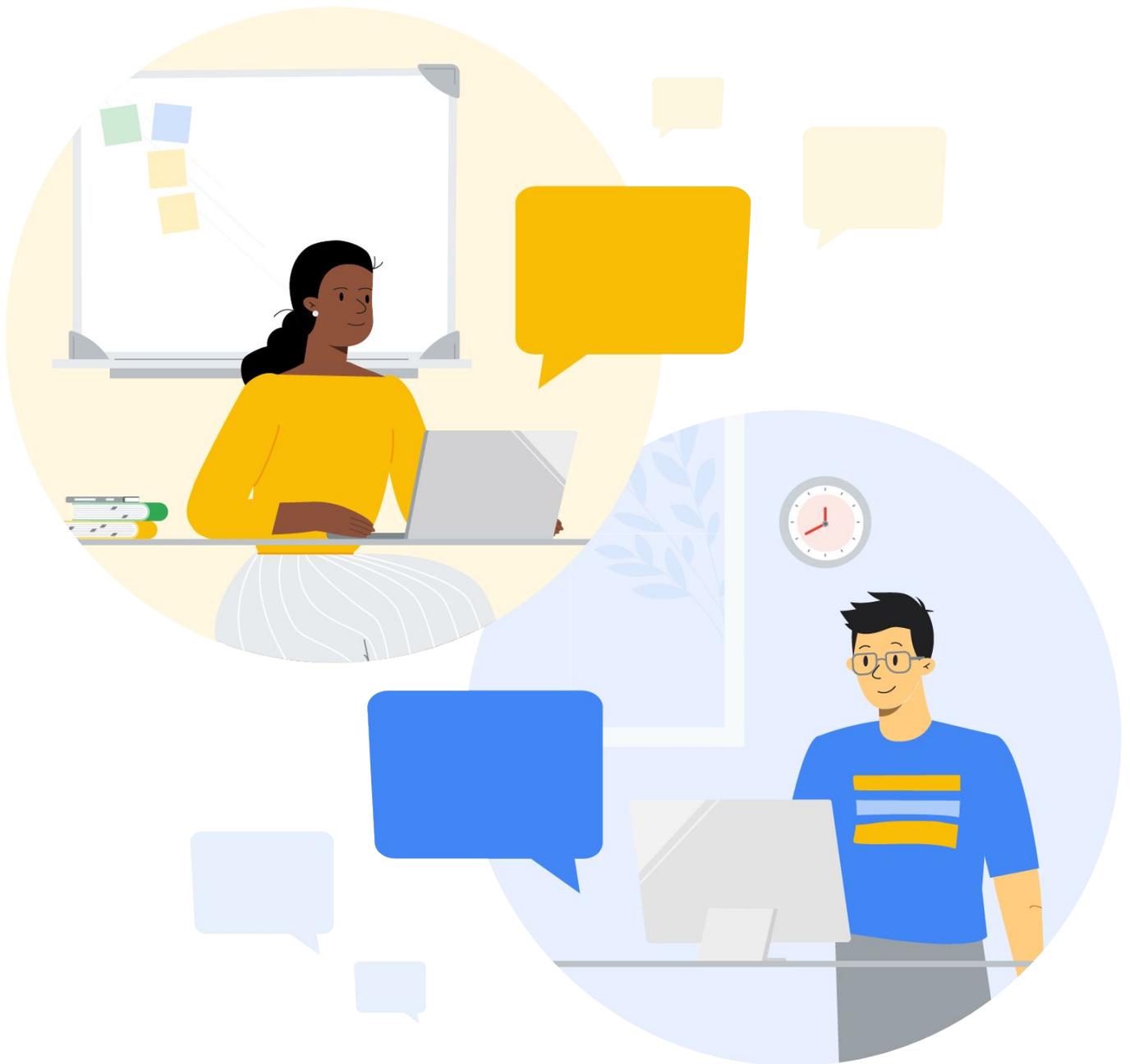
Sometimes, a case may increase in urgency and attention needed after you have filed it. In these scenarios, you can escalate the case. When you escalate a case, a manager or a senior support technical expert will own the escalation until closure. You'll receive an update within one hour (often much sooner).



An Escalation Manager will identify and address the escalation root cause and will report preventative actions for future cases.

Let's get started!

We are really excited to welcome you to the Technical Account Advisor Service for Education! We look forward to working together to achieve great things for your education organization. [Learn more](#)





Google for Education