

PRESS RELEASE

For Immediate Release

**“We are all supporters” — SupportYourApp releases a manifesto that redefines the meaning of support**

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SupportYourApp, an international Support-as-a-Service company that provides technical and customer support services to growing startups and IT companies around the world, has released a video manifesto that redefines the meaning and reflects on the importance of support. The heroes of the video are ordinary people who lend a shoulder to others every day and show that being a supporter is a habit.

***The video:*** [***https://supportyourapp.com/jobs?video-auto-play***](https://supportyourapp.com/jobs?video-auto-play)

The idea of the manifesto was born in 2021 as a message that support is so much more than a human answering machine, and as a response to a frequent association of customer support with negative experiences or stereotypical ideas about call centers.

*“As a company, we show that support is not only about dark cubicles and unending flow of calls — a picture that usually automatically appears in people’s minds. It can be a cool and creative job, which is confirmed by our own experience, our approach to work, and the fact that we turned our office into an art-space. In our case, SaaS is “Support-as-a-Service”. The purpose of our manifesto is to change the perception of the support industry as well as the people working in it. We want to show — it is not only about technical or customer support, but also about all the usual things. Everyone who helps is a supporter.”* comments **Daria Leshchenko, CEO and Partner at SupportYourApp.**

The manifesto was created by [*Michurin*](https://mich.com.ua/), a Ukrainian creative agency. Together with [*Mark Wilkins*](https://marcwilkins.com/pages/about), a Swiss director, the [*23/32 Films*](https://2332.film/) studio was responsible for the production of the video.

While preparing the manifesto, SupportYourApp conducted numerous surveys of people’s opinions about the support industry. The company found — despite different lifestyles, age, place of residence, hobbies, and interests, people still have something in common. They help others because they are empathetic. Help and support can exist in little deeds that ultimately turn into habits. This became the main message of the manifesto: “***We are all supporters***”.

After a full-scale Russian invasion of Ukraine, the company revised the messages the manifesto was based on. They made sure these messages not only remained relevant, but became even more powerful. After all, people started to help each other, support, and volunteer even more.

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**About the company:**

[SupportYourApp](https://supportyourapp.com/) is an international Support-as-a-Service company that provides a full range of customer support services with a focus on the IT industry. It is among the [TOP-3](https://clutch.co/call-centers/customer-support/leaders-matrix) customer support companies in Europe. SupportYourApp was founded in 2010. In 12 years, it has grown to 1200 specialists on the team and 7 hubs around the world. SupportYourApp provides services in 55 languages for customers from 34 countries. The company works with such brands as MacPaw, Boinx, Kofax, and others.

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