

The SaaS Difference

Better Visibility and Reporting leads to Better Customer Service

The Customer

Western Computer Services, Inc. is an IT service firm providing remote location help desk support and communication for three major insurance carriers. As a critical function in servicing issues relating to three separate product lines, Western Computer Services needs to ensure they are adequately receiving, recording, and resolving all support issues of their customers in a timely manner.

When Jim Crum, Manager of IT Services, began noticing his current home grown Access database system began taking up too much time and too many resources to get the data he required, he began looking at alternative solutions to assist in getting him the information he needed when he needed it.

The Challenge

Western Computer Services main goal is customer satisfaction among their insurance clients. Jim's previous help desk solution was creating a conflict with his customers and his staff. Without the ability to generate a 'web ticket' customers were forced to call in their issues. Often times technicians would be busy on the phone not allowing customers to get through to submit their issues. Customers would become aggravated and immediately escalate a call to Jim's office. The Western Computer Services staff was being weighed down with reactive support requests making them unable to identify key areas where they could begin to provide more proactive solutions. Customer communication was low, reporting was poor, call abandonment rate was high, and overall visibility into the support process was difficult.

"I looked at bigWebApps HelpDesk because number one it was a hosted solution," said Jim. "It reduced one more headache for me, my staff, and my remote users because it didn't require them to be connected to my network. It was geared for help desk support and had the ability to be configured for my location."

Response times are critical in their service offering and they needed to find a solution to put them where they want to be in their strategic long term goals.

The HelpDesk Solution

Jim knew what type of help desk solution he needed however; he wasn't exactly sure how it needed to perform. His main goal was to bring in an application with high availability in which he could readily access at any time. He required a solution in which he could extract real time metrics on his staff's productivity and frequently report on 'hot' item requests. He began looking at hosted solutions as an option.

"I looked at bigWebApps HelpDesk because number one it was a hosted solution," said Jim. "It reduced one more headache for me, my staff, and my remote users because it didn't require them to be connected to my network. It was geared for help desk support and had the ability to be configured for my location."

Prior to selecting bigWebApps HelpDesk Western Computer Services evaluated four other solutions including their current system. bigWebApps took the discovery period one step further. The staff began to take an understanding in what Jim was trying to implement and provided some industry best practices.

"The staff at bigWebApps took an interest on how best to use the tool and offered suggestions on how to better provide support to my customers," said Jim. "It was really easy to use."

Jim and his staff began a 30-day prototype evaluation of the HelpDesk software. They would meet once a week to review their support process and discuss what was or wasn't working. The bigWebApps staff worked closely with his team as they would ask 'Hey this is what we want to do, what do you suggest?' The transition was seamless as they moved from a demo to a live environment.

"Friday we weren't using it and Monday we were." explained Jim. "bigWebApps helped me develop how we could best use the tool."

"The price, the quality of software, the level of service and responsiveness you are getting makes working with bigWebApps an overall great experience"

The Result

According to Jim, bigWebApps HelpDesk began to show immediate improvements in providing improved customer satisfaction.

"Customers were originally complaining on our staff not providing enough communication. After implementing HelpDesk they started complaining we were providing too much information", remarked Jim. "We have since throttled it to happy medium."

Jim now develops monthly metrics on his support staff which he can do in less than half the time of his older system. Being a customer for two years, Western Computer Services has seen a decrease in incoming call and call abandonment and most importantly an increase in customer satisfaction. "Customers now receive emails and know their issues are being recorded. It's up to the analyst to do their job", states Jim.

The Value

By making the decision to work with bigWebApps, Western Computer Services now has the reports and visibility they need to evaluate the product lines they support. They have begun implementing continual improvement tasks and assign necessary training to areas most in need. Decisions are now data driven.

"The price, the quality of software, the level of service and responsiveness you are getting makes working with bigWebApps an overall great experience," explained Jim.

bigWebApps, Inc.
PO Box 7010
Atlanta, GA 30357-0010

1.866.996.1200
www.bigwebapps.com