

Wind2.

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— Tanya Fisher, Customer Services Team Leader



Wind2 Software reduces costs while increasing sales with WebEx Support Center.



INDUSTRY

High-Tech

WEBEX APPLICATIONS

Support Center

SUMMARY

With WebEx, Wind2 technical support now solves complex issues and has accelerated call resolution times—while increasing customer satisfaction and reducing travel costs.

ABOUT WIND2

Line of Business

Project Business Software

Headquarters

Fort Collins, Colorado

Number of Employees

70

WebEx Customer Since 2000

Wind2 Software, Inc. specializes in the design, development, sale, and support of project business software for professional services firms. The company's suite of integrated modules handles time and expense collection, project billings, project and employee management, marketing automation, customer relationship management, and general accounting for more than 3,000 customers throughout the U.S. and Canada.

The Challenge

Nearly one-half of Wind2's seventy employees are in its customer services group, which includes technical support, consulting, training, and custom report writing. These employees are devoted to saving customers' time and resources when implementing Wind2 software in their organizations, ensuring successful use. But due to the power and flexibility of Wind2's software, technical support calls tended to be complex, involving an understanding of the particular nature of a customer's system setup, and usually requiring more than one interaction to achieve resolution. The motivation for implementing an online support solution came from Wind2's desire to speed call resolution for the more complex support scenarios. Although they could successfully close many of the support incidents on the first call, a growing number of more complex incidents required a number of phone calls, faxes, emails, and overnight mails of customer data. This process was inefficient and frustrating to both Wind2 staff and its customers.

The Solution

In early 2000, Wind2 discovered WebEx Support Center, and within minutes of seeing a live demonstration over the web, was convinced that both the customer services group and Wind2's customers—particularly those with more complex support issues—would experience tremendous benefits from the service. "I didn't need to undertake a complex ROI analysis before selecting and implementing WebEx Support Center," said Tanya Fisher, Team Leader of Customer Services. "I knew immediately that it would help us resolve customers' problems in a more timely manner and enable us to achieve our corporate customer satisfaction goals. And when our technical support staff saw what Support Center could do, they wanted it yesterday. They were literally waiting for this type of technology to enable them to be more productive and effective in their positions."

Wind2 implemented WebEx Support Center in September 2000, and saw immediate results. Wind2's technical support staff was now able to see what was on the customer's screen, in real-time, not just visualize or guess. Fisher notes, "As a software company, the ability to view the application in the client's actual environment is critical. With Support Center, we can see an error or view the error log in real-time, and solve the customer's problem immediately. And, desktop sharing is important for our IT support staff, enabling them to view the customer's entire operating environment, correct any problems, and enhance system performance."



“If you ask any of Wind2’s employees what they see as the greatest benefit of using WebEx services, it is that we can save our customers time—and give them a high quality experience with Wind2. At the end of the day, WebEx give us a competitive edge.”

— Tanya Fisher, Customer Services Team Leader

Support Center allowed Wind2’s service reps to more easily detect an error or view the error log in real-time and solve the customer’s problem—immediately.

Another feature that made a difference for Wind2 was the ability to take control of the client’s application. The company’s service reps discovered that some customers just wanted the rep to take over and fix their problems so they could get back to focusing on their business. Support Center let the reps do just that, saving customers both time and resources.

The Benefits

As a company that is laser-focused on its customers, one of the most important metrics measured by Wind2 is customer satisfaction. Before implementing Support Center, the company’s customer satisfaction rating was 85%. Its corporate goal was to increase that to 95%, and

within 18 months of implementing WebEx, they achieved that goal. Another goal of Wind2’s customer support team was to decrease the overall time to resolution. Remarks Fisher, “This is where WebEx really improved our customer service. Within the first two months of using WebEx Support Center, our average close time decreased by more than 50%. That improvement is directly correlated to our use of Support Center.”

In addition to the positive effects WebEx solutions have had on Wind2’s customer service, they have also made a mark on Wind2’s bottom line. The company believes that WebEx has enabled Wind2 to expand revenue and reduce operating costs. Using WebEx has helped to reduce travel costs by \$45,000-50,000 each year, while they’re closing more sales and increasing customer satisfaction.

The Future

WebEx Support Center enables users to transfer a session in-progress to another person. The company expects this to enhance Wind2’s first-call-to-resolution ratio immensely. Because of the complex nature of some of its customers’ technical support questions, it is often necessary to involve more than one person in problem resolution. By transferring a live session to another technical support technician, without requiring the customer to call back and initiate a new Support Center session, Wind2 expects to solve problems faster and within a single call.

HIGHLIGHTS

- Key to Wind2’s decision to implement WebEx was the ability to view clients’ actual environments in real time, and take control when necessary—so customers can focus on their business.
- Wind2 has reduced travel costs by up to \$50,000 a year since implementing WebEx—while simultaneously closing more sales and increasing customer satisfaction.
- The company believes WebEx was instrumental in raising its customer satisfaction rating from 85% to 95% within 18 months, and reducing average close time by more than 50% in just two months.