



## **Becoming a Strategic, Customer-Oriented Software Provider**

### **- A Dexter + Chaney® Case Study**

**How PhaseWare helped this construction software company have a huge strategic impact on their customers' satisfaction.**

#### **Business Environment:**

Dexter + Chaney supplies the construction industry with cutting edge construction software. Their staff are experts in both construction accounting and construction software. Dexter + Chaney has won several awards for growth of their construction management software business. Recently, they made the Washington Technology Fast 50, a ranking of the 50 fastest-growing high-tech companies in the state of Washington. Also, they recently placed among the 100 fastest-growing, privately owned companies in the state of Washington as ranked by the Puget Sound Business Journal.

#### **The Challenge:**

Dexter + Chaney had outgrown their old tracking system. After initially adding many customizations, they soon realized they could no longer get the upgrades from the provider. Customizations would be lost. Also, the database grew very large and could only hold so much data. They had to purge the data every eighteen months losing important data. Another large drawback was that two people could not be on the same incident at the same time making it very cumbersome.

#### **PhaseWare's Solution:**

Since using PhaseWare's **Tracker and Self Service Center** products, Dexter + Chaney has seen a huge positive impact to many of their internal processes. PhaseWare has provided these noted solutions:

#### **Solution #1: Ability to use one product company-wide**

Michele Dietzel in software support at Dexter + Chaney says, "We are using Tracker throughout the entire company. The primary users are our support people so that we can track our contact with our clients." She adds, "Our marketing people - when we ship software, they're using it to record that they shipped the product to the customer. Our accounting people are using it when we get a new sell and (they) set

up, obviously, the customer and critical information for the other departments and they are also using incidents to notify all the other departments that need to do a piece of the puzzle. Our training department uses it to record and track customer's training and log their time because our customers have to buy training. It just goes on and on!" Having the ability to let multiple departments have access to problem incidents keeps the resolution time down. Michele also notes, "We can, at a glance, see what the rest of our company is doing with a client. We can both be looking at the same incident at the same time - that's a huge thing for us! It used to lock up our system when two people would access the same incident. Before it would bring us to our knees!"

### **Solution #2: Ability to customize to suit company needs**

Though their old tracking system did have customizations that they liked, it became hard to maneuver and nearly impossible for them to accept new upgrades without losing all those customizations. After looking at several other customer support solutions, Dexter + Chaney chose PhaseWare because there were so many customizable features. Michele Dietzel says "There really wasn't even a competition out there. Everything (my boss) checked out couldn't even compare." After having used PhaseWare's Tracker and Self Service Center products for awhile now, Dexter + Chaney is so very pleased that all of their customizations are still in tack after each release.

### **Solution #3: Ability to be flexible and easy to use**

Michele comments on how easy it is to work with not only the products, but with the staff at PhaseWare. "The people are wonderful. I'm just floored by how responsive they are!" As for the products, Michele says, "Strengths of the software have got to be the usability of it, the way I can integrate pretty much every aspect of our business into it. The next big thing we are going to do is - linking it to our accounting software because it's SQL and it's just so doable. Strengths are in its flexibility." Dexter + Chaney has seen several improvements in their processes also. They are able to search for client incidents and solutions so much easier.

### **Solution #4: Ability to let clients check on their incident's status**

PhaseWare's Self Service Center product has provided a huge strategic impact to them as well. Michele says, "**Strategic impact is huge!**....we have had customers ask us for years and years - they report a bug to us and from their perspective, it just falls into this big black hole. They don't know the status of it and with the rollout of the Self Service Center, they can look up their incident and when it's related to a problem incident, we have it set up so that they can see the status of the problem incident." The clients are able to follow the incident to see if it's in development and/or going to be released soon, etc. Michele adds, "Customers have been clamoring for that for years to have some sort of status and notice of their incident so they can follow along. It's just huge!"

In summary, Michele had this to say about PhaseWare, "Every day I find things that I didn't know it could do. Do I sound like a commercial?"