



Improving Customer Support Productivity - A WorldTelemetry Case Study

How PhaseWare's benefits have provided greater than 35% improvement in productivity for this Oil & Gas Industry Supporter

Business Environment:

WorldTelemetry's asset management solution combines a powerful Business Intelligence software application, user-friendly Web Interface and unique, intrinsically safe wireless monitoring technologies. WorldTelemetry's Business Intelligence Application automatically analyzes tank data and provides graphic representations of usage variance and forecasting. This translates to quick detection of changes in consumption and dispatch patterns. The application tracks usage and deliveries, allowing for shrinkage and fraud detection. The system even offers tank management and servicing suggestions based on the way you do business, allowing all dispatchers to operate under the same management criteria. Using WorldTelemetry's solutions, managers enterprise-wide are able to make better decisions, faster.

The Challenge:

To keep up with their 40+ Customer Support calls per day, WorldTelemetry needed a Customer Service and Support solution that provided easy access to their customer's data. They needed to find out who was calling in for support, why they were calling, and which customers had more needs. In addition, they wanted to be proactive and see trends in reported problems (i.e. how many times the same product was having the same types of problems). The solution they chose would also need to be easy to install and not require much integration.

PhaseWare's Solution:

Since WorldTelemetry turned to PhaseWare and began using **Tracker** and **Event Engine** products, they have seen a significant improvement in productivity. Read just a few of the benefits WorldTelemetry has attributed to PhaseWare:

Benefit #1: Visibility of who is calling for support

All of these data is right at their fingertips with PhaseWare's Tracker application. They are able to easily see all types of statistics on their customers' calls.

Benefit #2: Visibility of trends in supported equipment

With PhaseWare's Tracker product, they can now attach a product to a customer. They can go back through, run reports, and determine how many times the same product is having the same types of problems. Since it tracks the classifications and resolutions, it helps determine if a certain type of equipment is having certain types of problems. James Baldwin, a WorldTelemetry Technical Support Analyst says, "This shows the customer that we're on top of their account and that we're organized."

Benefit #3: Ability to customize Tracker application

With Tracker's Screen Designer feature, WorldTelemetry can customize incident tickets to include all the data they need to capture (i.e. adding fields). The Screen Designer allows admin users to:

- move existing controls on a screen
- hide controls they don't plan to use
- add new controls (i.e. textboxes)
- change the name of an existing control
- change the characteristics of a control (i.e. color/size of a label)
- bind data fields to new controls
- create new data fields for tables that support user fields

Benefit #4: Ability to install application easily

WorldTelemetry chose the PhaseWare ASP program because they liked the web-based application deployment. They didn't have to set up servers or a database. It was basically an easy 1-click install that was completed in a few hours. The data import, training, and admin configuration was completed and ready to "go live" within 2 weeks!

Benefit #5: Ability to automate event notification

Using PhaseWare's Event Engine, WorldTelemetry now has triggers set up to fire up emails and change fields once certain statuses are selected in tickets. They couldn't do this before. There was no automated event notification in other products they tried.

Benefit #6: Saves time!

WorldTelemetry estimates having **greater than 35% improvement in productivity** due to Tracker's speed! They can find and enter information much quicker because Tracker:

- has drop-down menus.
- allows you to enter the first couple of characters and then it self-populates.

- is tab-able. Just hit tab and jump to the next input field.
- has ability to pull up all the customer's information.

James Baldwin says, "We can handle a higher number of calls with the same number of technicians. The number of calls hasn't really changed, but the resolution turnaround time is shorter because we can take down their information faster and find out what the problem is and get it resolved and keep track of all of this. PhaseWare enables us to spend more time actually solving customer problems rather than performing administrative tasks like keying in data. **On a daily basis, this saves approximately 1 to 1.5 hours.**"

Benefit #7: Makes customer support proactive rather than reactive

James states, "Now, we can run reports and identify which customers will need help (when we see equipment that's down). We can call and notify them rather than wait for them to identify the problem and call us. We can give them a heads-up that they need to send someone out there to repair the equipment."

As PhaseWare's client list grows, so does the benefits they offer to their clients.