

Soccer Registration Support System Went Live in Under 2 Weeks



“EnterpriseWizard gave us a first-class external customer support system in under two weeks. It’s so adaptable that we easily added our own internal functions for IT Helpdesk, Accounting, and HR operations, all under one service portal.”

— Asmar Muhammad, LAN Support Technician

Business Overview

ADG develops affinity and Customer Relationship Management (CRM) programs for clients with established brands and customer bases. They also offer a variety of services, including a state-of-the-art call center, for both established companies and start ups.

Challenges

ADG needed a new customer support system for their Sports Registration business. This system needed to support two different groups: ADG customers and these customers’ end-users. The customers were the seven state registrars that ran the local soccer associations. Their end-users were the parents registering their children to play in local leagues.

ADG built their old registration support system on phone calls and e-mails. These were difficult to track at best. Customer support representatives dealt with each case on an individual basis. Because there was no central storehouse for support tickets, the company had no metrics for response times or efficiency. As a result, ADG had little understanding of problem trends or patterns. ADG needed a new system that could provide transparency.

ADG needed transparency at each level. At the end-user level, parents who called or e-mailed with a problem had no way of knowing the status of their issue without calling an ADG Support rep. At the customer level, the state registrars had no visibility into the issues faced by their local leagues. At the vendor level, ADG staff needed to provide oversight for all support tickets coming in nationwide.

Each of the sixteen local soccer associations had a registration website with a unique look and feel. Therefore, the new system needed to display a different, correctly branded interface to each end user based on which local site from which they came.

While implementing the customer facing system was their highest priority, ADG also needed an internal Helpdesk system with similar functionality.

ADG needed to get these new support systems up and running on a very tight timeline. Also, they needed to do so as inexpensively as possible.

Industry

Customer Relationship Management

Challenges

Needed an easy-to-use interface for unsophisticated users

Needed differentiated access and roles for parents and registrars

Needed the interface to match each local registrar’s website

Needed consolidated information for more efficient and responsive support

EnterpriseWizard Solution

Provided Customer Support with Multi-Branded interface for soccer registration

Provided Internal Helpdesk Support

Extended system to cover HR and Accounting

Supported CRM promotions and other projects

Hosted SaaS service solution

Benefits

Rapid implementation

Lower development costs

Better transparency in the support operation

Extremely customizable

Overall efficiency improvements

Fewer incoming phone calls

Faster response time

Consistency of communication

EnterpriseWizard Solution

Because ADG needed a rapid and cost-effective implementation, they chose the hosted SaaS solution with 32 hours of consulting services. With this option, they had the system up and running on time and on budget. They went live within 2 weeks of their purchase date.

ADG customized EnterpriseWizard's default support case table to capture all relevant data, including user, league, and player information. They set dependent choice fields to display only relevant choices based on the state, local association, and league. They set required fields to ensure that customer service representatives have better information from the start. As a result,

they can typically resolve issues without needing further information from the customer.

"EnterpriseWizard is easy to learn. Without a lot of training, a new person can quickly start using the application and adapt it to an entirely new process."

— Asmar Muhammad
LAN Support Tech



End user parents see the interface branded with their local league colors, as do the league registrar customers.

The system serves all three levels of business. Parents can easily submit online requests directly through a hyperlink at the registrar site, and they receive immediate acknowledgement, as well as status updates, by email. Parents can also click on a link in the email to directly access their support ticket at any time.

Registrars can view and edit all requests for their region. Therefore, they quickly become aware of problems in their local registration systems.

ADG staff can provide much more efficient support. They can use standard solutions to quickly answer common questions. Automatic charting of custom metrics provides better information on known issues and trends. Automation, implemented with Rules and Workflow, can appropriately respond to certain common questions without the direct involvement of ADG personnel. Because issues are resolved in much less time, the same number of technicians are able to handle a significantly larger volume of requests.

Automating Additional Processes

After the initial customer support rollout, ADG quickly brought the Internal Helpdesk function online to handle their PC support. With customers submitting their queries online, phone volume has decreased by 60%. More importantly, customer issues don't fall through the cracks of an inefficient system any more.

They went on to expand their internal support to add HR and Accounting support functions. Now employees can get a broad range of help through a single portal. ADG has done all of this without consulting or programming!

They are constantly finding new ways to use EnterpriseWizard. For example, they've also used it to manage promotions for an auto buying program. At last report, ADG was using EnterpriseWizard for 4-5 ongoing projects.

Benefits

Rapid Implementation - The first phase of the project, the customer support system, was up and running in under 2 weeks. It required just 32 hours of consulting.

Improved Transparency - End users (parents, coaches, etc.) now have the ability to track their customer support questions and issues. The state soccer associations have insight into common support issues for their local leagues. They also have metrics for their support operations. ADG staff has visibility across all of the state and local sites.

Extremely Customizable - EnterpriseWizard's ease of use and customizability has allowed ADG to adapt it to many different processes throughout the company. They've done so with no programming, no additional consulting time, and no special training.

Improved Overall Efficiency - Perhaps the greatest benefit has been that now all of ADG's service information is in one place. And as a result, their processes have become more efficient. Nothing falls through the cracks.

Phone Calls Reduced - Because of the implementation of their internal support system, ADG estimates that they get 60% fewer calls than before.

Reduced Response Time - Because users can describe their issues via the new web form, issue resolution time has decreased. Solution accuracy has increased as well. Users get the right solution more quickly.

Consistency of Communication - With each process ADG brings into EnterpriseWizard, they establish more consistent communications throughout the organization.

"When a new project comes along that needs to be organized with some kind of workflow and tracking capability, we immediately think of EnterpriseWizard, because we know we can configure it quickly and it will just work."

— Asmar Muhammad
LAN Support Tech

For More Information

Call 1-888-727-2209 ext 1 to learn more about improving your processes with EnterpriseWizard.

About EnterpriseWizard

EnterpriseWizard, Inc. (www.EnterpriseWizard.com) is the leading provider of powerful, easy-to-deploy, and cost-effective Web-based software solutions for business process automation, customer support and service desk, and CRM for organizations with complex products or services. It has attracted hundreds of customers, ranging from startups to leading edge companies such as Chevron, NEC and Emerson Electric.

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