

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

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

The old registration support system was based on phone calls and e-mails which were difficult, at best, to track. 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. They also had little understanding of problem trends or patterns.

ADG needed more clarity on three levels. The first level was the parents. Once they called or e-mailed with a problem, they had no way of knowing the status of their issue without calling an ADG Support rep. The next level was ADG’s customers, the state registrars, who had no visibility into the tickets for their local leagues. At the highest level, ADG staff needed to provide oversight on all support tickets coming in nationwide.

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

While implementing the customer facing system was their highest priority, ADG also needed an internal Helpdesk system that would have similar functionality to the customer support system.

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

Industry

Customer Relationship Management

Challenges

Unsophisticated user base required easy-to-use interface

Needed differentiated access and roles for parents and registrars

Needed the interface to match each local registrar’s website

Needed consolidated information to make support more efficient and responsive

EnterpriseWizard Solution

Customer Support for soccer registration with Multi-Branded interface

Internal Helpdesk Support

Extended to HR and Accounting

Also used for CRM promotions and other projects

Hosted SaaS serviceSolution

Benefits

Rapid implementation, lowering development costs

Better visibility into the support operation

Extremely Customizable

Overall Efficiency Improvements

Phone Calls Reduced

Reduced 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. By doing so, they had the system up and running on time and on budget, going live within 2 weeks of the purchase date. The first phase focused on the customer support system.

EnterpriseWizard's default support case table was customized to capture the relevant data, including user, league, and player information. Dependent choice fields display only relevant choices based on the State, Local Association, and League. Required fields ensure that customer service representatives have better

information from the start. As a result, they can typically resolve the issue 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 constituencies. Parents can submit online requests directly and easily 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 and are therefore made aware more quickly of problems in their local registration systems.

ADG staff can provide much more efficient support, thanks to standard solutions, which can be used to quickly answer common questions, and better information on known issues and trends. Thanks to automation implemented with Rules and Workflow, certain common questions can be responded to appropriately without the direct involvement of ADG personnel.

The same number of technicians are able to handle a significantly larger volume of requests, because issues are resolved in much less time.

Additional Processes Automated

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%, and more importantly, nothing falls through the cracks any more.

They went on to expand their internal support to add HR and Accounting support functions, and 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. And 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. And it required just 32 hours of consulting.

Improved Visibility - 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. And 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 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 - Since 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, 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.

Corporate Headquarters

EnterpriseWizard, Inc.
654 Bair Island Rd, Suite 300
Redwood City, CA 94063
United States of America

