

EnterpriseWizard Powers ArcaTech's Customer Support Operation



“I enthusiastically endorse EnterpriseWizard. It's an excellent value and highly flexible. You'll be amazed at what you can do with it.”

– Tim Hicks, Customer Support Manager, ArcaTech Systems

Customer Overview

ArcaTech Systems is a leading supplier of transaction automation solutions for the financial, retail, and self-service industries. For 10 years, this growing company has supplied components and full support to hundreds of manufacturers worldwide.

Challenges

As ArcaTech grew, its customer support requirements became increasingly complex. With multiple sales channels, the company provided service to its customers in a variety of ways. Each week, 25 to 50 tech support calls were received from employees in other departments, resellers, and third party software developers who were integrating their products into the ArcaTech platform. ArcaTech service technicians with various areas of specialization responded to these tickets.

Unfortunately, the software that ArcaTech was using wasn't up to the job. As a result, issues occasionally fell through the cracks. Tim Hicks, ArcaTech's Customer Support Manager, had no data to use for evaluating the technicians' handling of requests. Furthermore, with no centralized place for storing data about customers, the service team spent too much time searching for information.

The Search

After determining that his team needed an automated support solution, Hicks developed an extensive list of criteria. He decided that the system should be event and database-driven, with a rules engine for automation. It should include an email interface for ticket creation and management and should include solid reporting and metrics. “If a system doesn't measure how well you're doing and then identify where you need to take corrective action, it's not helping you,” he said.

Also critical were a dashboard view for service technicians and a Customer Service portal, through which customers could enter and manage tickets and access FAQs via a self-service knowledgebase. Finally, Hicks wanted a customer support contract “with no ifs, ands, or buts,” a hosted option (which

Customer Industry

Transaction Automation

Challenges

Needed better automation to assign tickets and be sure they were handled in a timely manner

Needed case histories for customers

Needed performance metrics to measure how well technicians were doing

Needed to learn which product areas had the most problems to drive development

Wanted to provide FAQs to customers to reduce the support load

Needed to measure customer satisfaction

Needed a central place to store customer information to make it accessible to everyone

EnterpriseWizard Solution

Customer Support

Customer Surveys

Hosted SaaS service

Solution Benefits

Seamless Communication

Better Tracking and Reporting

Increased Productivity

Centralized Information

High Customer Satisfaction

Improved Accuracy

Product Issue History

would remove the need for back-up solutions, upgrades, and other maintenance), and a reasonable price.

For a list of vendors, Hicks turned to Helpdesk.com's software directory. He then considered a whopping 382 different companies. "I knew that a common problem is to jump on board with a big piece of software," Hicks recalled. "You start to use it, get six months into it, then come up against a requirement that the software can't meet. The manufacturer will tell you that major, costly, time-consuming modifications are necessary. I really wanted to avoid that, no matter what.

"After my detailed search and a personalized demo that showed how flexible it was, I was confident that I wouldn't have any such problems with EnterpriseWizard. Plus, the hosted solution and price really made it ideal. EnterpriseWizard offered a tremendous value for the money. I loved its flexibility, and was deeply impressed by how much you could do with it, even creating whole new applications from scratch."

EnterpriseWizard Solution

Hicks started with EnterpriseWizard's Customer Support solution and the Software as a Service (SaaS) option. Attending a 5 day training class, he was able to customize the product and get it up and running himself in about 60 hours. Since the initial implementation, Hicks has added one critical customization, which limits customers to searching for KB articles only for the products they've purchased. He noted, "I don't think it would have been possible to develop that with other vendors."

He also added customer satisfaction surveys and performance metrics (which provide weekly reports), and made other changes in as little as five or 10 minutes. "Whenever there was something I couldn't figure out, I would ask EnterpriseWizard, and the implementation was always easier than I'd expected," he said.

"EnterpriseWizard's hosted solution is ideal for us. We never have to worry about database and operating system upgrades or backups. And with the cost, it can't be beat."

— Tim Hicks
Customer Support Manager,
ArcaTech Systems

KB Search

KB Article Search

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View ID	Related Product	Article Type	Title	Attached File	
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<input type="checkbox"/>	28	Arca 7000	Documentation	Arca7000HC Technical Data	PD_42313_Cf...
<input type="checkbox"/>	26	Arca 7000	Documentation	Arca7000HC Service Manual	CM14.8HC_se...

Benefits

Seamless Communication - "EnterpriseWizard is all about communication," Hicks said. "By having this seamless communication method that keeps everyone linked in, we're managing our support engagements and requirements in ways we never could before."

Tracking and Reporting – Thanks to business rules, performance metrics, and weekly reports, ArcaTech now ensures that it follows up with customers in a timely fashion.

Increased Productivity - With EnterpriseWizard, Hicks is able to more easily balance the service technicians' workload and identify areas where they need to focus. As a result, the support staff is much more efficient.

Centralized Information - Now that customer information is centralized, tickets can be handled and information gathered even when specific personnel are out of the office.

Customer Satisfaction - According to Hicks, "You can talk all you want about how much time you're saving, but the bottom line is, are your customers happy?" In ArcaTech's case, they are, thanks, in part, to the new system. For example, customers have called the user interface "world class," and the average satisfaction rating on all customer surveys is 9.88 out of 10.

Improved Accuracy – No longer do service technicians need to rely on notebooks and tribal knowledge when handling cases. Instead, all of the necessary facts, including case histories and product problem reports, are in the system.

Product Issue History - Now that ArcaTech has a history of customer cases, its employees can look up what happened with individual tickets, and follow up appropriately. Furthermore, data from reports of the most frequently reported problems is driving product improvements.

Let Us Show You

What EnterpriseWizard has done for ArcaTech, it can do for you, and we can show you. In a matter of hours, we can set up a custom demo of your toughest business process as proof that EnterpriseWizard really can meet your needs. Just give us a call.

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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— Tim Hicks
Customer Support Manager
ArcaTech Systems

For More Information

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

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