

## 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, ArcaTech received 25 to 50 tech support calls from employees in other departments, resellers, and third party software developers who working with 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. Issues 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. It 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.

Hicks also needed a dashboard view for service technicians. He needed a Customer Service portal through which customers could enter to manage tickets and access FAQs. He needed a customer support contract "with no ifs, ands, or buts." He needed a hosted option, which would remove the need for back-up solutions, upgrades, and other maintenance.

Finally, he needed it all at a reasonable price.

### 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

Needed 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

Provided customer Support

Provided 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

Hicks 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 using the Software as a Service (SaaS) option. After a 5 day training class, he was able to customize the product and get it up and running by himself. It only took him about 60 hours.

Since the initial implementation, Hicks has added customizations and enhancements. As illustrated in this screenshot, he now limits customers to searching for KB articles only for the products they've purchased. He noted that, without coding, "I don't think it would have been possible to develop that with other vendors."

The screenshot shows the 'KB Search' interface. At the top, there are buttons for 'Finish', 'Finish & New', and 'Cancel'. Below that, the 'Product' is set to 'Arca 7000'. The 'Article Type' section has four checked options: 'Documentation', 'How-To', 'Troubleshooting', and 'Technical Svc Bulletin'. There is a search input field with the placeholder text 'Enter a word or words to narrow the search results:' and an 'Update Search' button. Below the search results, it says 'Status: 3 record(s) found, 1 pages. Click [here](#) to re-count records'. The results are displayed in a table with columns: 'View ID', 'Related Product', 'Article Type', 'Title', and 'Attached File'.

<input type="checkbox"/>	<input type="checkbox"/>	View ID	Related Product	Article Type	Title	Attached File
<input type="checkbox"/>	<input type="checkbox"/>	71	Arca 7000	How-To	<a href="#">RS00 to RS15 Upgrade for Arca7000</a>	<a href="#">upgrade_CM1...</a>
<input type="checkbox"/>	<input type="checkbox"/>	28	Arca 7000	Documentation	<a href="#">Arca7000HC Technical Data</a>	<a href="#">PD_42313_Ct...</a>
<input type="checkbox"/>	<input type="checkbox"/>	26	Arca 7000	Documentation	<a href="#">Arca7000HC Service Manual</a>	<a href="#">CM14.8HC_se...</a>

He also added customer satisfaction surveys, performance metrics which provide weekly reports and made other changes. Changes often took him as few as ten minutes. When he wasn't sure how to add a feature, he found help with EnterpriseWizard's support staff.

**"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

**"Whenever there was something I couldn't figure out, I would ask EnterpriseWizard, and the implementation was always easier than I'd expected,"**

— Tim Hicks  
Customer Support Manager,  
ArcaTech Systems

## 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 can now make sure 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** - Because ArcaTech centralized its customer information, it can now handle tickets and information 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?" ArcaTech's new system helped them reach this goal. Customers call their user interface "world class," and the average satisfaction rating on all customer surveys is 9.88 out of 10.

**Improved Accuracy** - Service technicians no longer need to rely solely 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** - Because ArcaTech has a history of customer cases, its employees can now look up what happened with individual tickets and follow up appropriately. Furthermore, data from the most frequently reported problems is driving product improvements.

## Let Us Show You

What EnterpriseWizard has done for ArcaTech, it can do for you. 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](http://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.

**"Every time I looked at EnterpriseWizard, I was deeply impressed at how much you could do with it, even to the point of creating whole new applications from scratch."**

— 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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