



About Serversys

Headquarters:
Reading, Berkshire, United Kingdom

Number of employees:
12

Lines of business:
Provider of Customer Relationship Management (CRM), Help Desk and developed solutions

WebEx service in use:
Support Center, Meeting Center

Has been a WebEx customer since:
2002

Reducing Onsite Customer Service Visits and Improving Employee Productivity at Serversys

Based in Reading, Serversys is a UK-based provider of customer relationship management and service optimisation software such as GoldMine, Heat and Achiever Enterprise. Serversys understands that information management is a key element in a business' decision-making process and that tailoring a system that efficiently and dynamically tracks information is critical to an organisation's business model. Serversys provides its customers with design and implementation expertise, as well as training and ongoing support allowing users to effectively keep track of their customers.

Focused on corporate customers with a base of between 10 and 500 users and with 1 to 250 sites, Serversys is highly committed to customer service excellence and has sustained growth year on year with excellent customer satisfaction as a key priority. Customers include South African Airways, FujiFilm, BP, and Abbey National.

The Challenge

Serversys receives about 1,500 support calls a year. In 2002, they were looking for a way to provide customers with hands-on technical support without having to make site visits. Each site visit to a customer represented an entire day out of the office for each solution engineer given the travel time typically involved. Keeping in mind their high service commitment, Serversys wanted to reduce these onsite visit costs yet maintain customer satisfaction and thought an online support solution would help them do both.

Serversys needed this solution to address several technical requirements. First, Serversys required a solution that did not require software clients at both ends or that used proprietary protocols that do not work through firewalls. Second, due to client security considerations, they needed to allow support representatives to control either the entire remote computer (Desktop Control), or just a single application. Finally, they wanted the facility to bring other support representatives (based anywhere), into a support session as opposed to pure "point to point" access.

The Solution

After carefully considering several solutions, Serversys selected WebEx Support Center as it met all the criteria Serversys was looking for in a support solution. With Support Center, Serversys's service engineers could start a WebEx session and fully view a customer's desktop, diagnose problems and solve issues remotely from their main office or satellite offices, including home-workers locations.





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Phil Catterall
Co-founder
Serversys

"Whereas before we found that although we tried to talk through what the customer needed to do on their system to solve a problem, sometimes there were simple communication misunderstandings. Being able to 'see' and diagnose end-users systems has saved a lot of time for both us and our customers," said Phil Catterall, Co-founder of Serversys.

WebEx is very easy to use, especially on the client side because there is a zero or minimum client install. "Customers join a session for the first time and don't have any issues using WebEx," adds Catterall. "We also know that with the MediaTone Network, WebEx Support Center is very secure, firewall resistant and allows the customers to have ultimate control because they can select which applications to share and it's all permissions based."

Serversys now has the ability to escalate support calls and invite additional expert resources into a support session on-the-fly, if needed, to help resolve a customer issue. "Bringing in additional resources was very difficult to do with an onsite visit because you never knew what problems you would face and where the resources were on any given day. Now that we handle most calls from the office, we know exactly where to find the people we need to resolve customer issues," states Catterall.

Serversys' branded WebEx site was delivered within 3 days of signing their contract and with online training, their online support solution was up and running within a week. Customers can now join a WebEx support session directly from Serversys's home page on their web site.

The Benefits

Serversys estimates that of the 1,500 support calls it received in 2003, 40% were resolved over the phone. The remaining 60% are now resolved using WebEx Support Center.

With its solution engineers in the office and using WebEx, Serversys has been able to improve support response time and increase support efficiency while reducing overall support costs. "We have reduced site visits 93% from 27 in 2002 to 2 in 2003!" states Catterall, "and actually, on one of those visits, the customer just insisted that we go out to their site. We probably could have solved it using WebEx."

The travel cost savings are just as impressive for Serversys as well. "We estimate that we have saved around £25,000 this year in time and travel," comments Catterall. Other benefits include increased customer renewal rate from 75% to 96% and improved 1st time resolution call rates. "The solution paid for itself in two months," Catterall adds.



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"An unexpected added benefit," comments Catterall, "is that using Support Center we are actually training customers by letting them 'drive' the support session. We let them 'show us' what they are doing and we can explain better ways of doing things as they are showing us. This has the added benefit of reducing future support calls, 'call back rates' and the associated costs."

"Our support staff would revolt if we took WebEx away from them!" states Catterall.

The Future

Serversys has also begun to use WebEx Meeting Center to grow sales. The sales department now gives product demonstrations via Meeting Center without having to travel to new prospects locations. This allows them to expand their sales reach by working with smaller prospects that they could not justify travelling to in order to a give product demonstration. "Sometimes smaller sized deals are just not worth travelling to", comments Catterall, "but with WebEx, you can afford to 'visit' smaller companies and sell to them virtually. These smaller company deals represent additional revenue we would not have had before."

Serversys has also begun to use WebEx very successfully for remote training. For example, on a recently completed project for a major multinational Life and Pensions provider, several personnel in the Far East required basic product training. This was all provided remotely via WebEx sessions and a parallel conference call, saving considerable travel costs for the client.



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