

BuilderMT: Building Customer Satisfaction from 66% to 90%

CUSTOMER SUCCESS STORY

Challenge

- ✓ Provide customers with a way to quickly find answers online themselves
- ✓ Incorporate multiple channels for support beyond just phone support
- ✓ Provide detailed reporting for upper management

Results

- ✓ Improved customer satisfaction rate from 66% to 90% in under a year
- ✓ Created multiple ways for customers to receive support
- ✓ Justified the addition of more support staff resources based on metrics-based reports and trend analysis
- ✓ Significantly reduced training time for new support staff
- ✓ Developed a more organized process for submitting software 'bugs' and efficiently following up with customers
- ✓ Streamlined software licensing administration and new software implementation

Snapshot

Organization: BuilderMT

Industry: Software

Location: Lakewood, CO

Website: www.buildermt.com

Customer Since: June 2004



BuilderMT, based in Lakewood, Colorado, is the nation's leading provider of production management software for residential homebuilders. With the success of their software and continued growth, BuilderMT's

customer support organization was stretched to the limit.

BuilderMT wanted to offer their customers an easy-to-use, Web-based support system that would allow customers to receive instant support 24/7 from any Web browser. They were also looking for a closed-looped system that would integrate multiple communication and productivity applications to allow them to more effectively support their customers.

Helping Customers Help Themselves

BuilderMT selected Parature Customer Service™ software in 2005, due to the integrated, easy-to-use support portal, flexible knowledgebase, and closed-loop ticketing system.

The highly customized online support portal is incorporated into BuilderMT's company website and serves as the starting point for customers seeking assistance. From the support portal, customers can access knowledgebase articles to quickly find answers to questions on their own. "The knowledgebase has made a significant impact in reducing the volume of support requests we receive, and our customers appreciate having direct access to helpful information," said Brett Parkhurst, Chief Technology Officer. "The knowledgebase is also a very effective training vehicle for new support staff, who use the articles to learn about our software. This has significantly reduced ramp-up time and enabled more consistency in answering our customers' inquiries."

Customers also submit trouble tickets from the portal, which are directly routed to the most appropriate customer support representative based on the workflow.

BuilderMT consistently receives rave reviews from customers about the support portal and the great service they receive. For example, "I like the Support Center! It keeps a detailed record of the problem, responses, and response times. This is the best customer care process I have worked with - anywhere."

Streamlining Communications

The BuilderMT product development organization has also benefited. Today, customers can submit potential 'bugs', or non-working software functions, directly from the support portal. This significantly speeds up the process of tracking and fixing software issues, while keeping customers abreast of their issue status by automatically emailing them whenever the status changes along the resolution path. "Before we installed Parature, our

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customers could email us with potential bugs, but it was very difficult to efficiently communicate back to all of them that their concerns were being addressed, and how they were being fixed," said Parkhurst. "Now our communications are proactive, and our customers have reassurance that we're listening closely to what they're telling us and taking the necessary steps to correct problems quickly. That's a huge step forward for us."

Another dramatic process improvement involves BuilderMT's software licensing administration. This was a very labor intensive process for both BuilderMT and their customers, particularly since pricing is based on the number of people using it at each customer site. Before installing Parature, one full time BuilderMT staff member took customer requests for license increases and manually sent emails to customers with the codes needed to implement the software. Now that Parature Customer Service software is seamlessly integrated with BuilderMT's systems via a Web service, customers can request licensing changes simply by logging in to the support portal with their unique ID number. With that, their BuilderMT software is automatically validated and implemented.

Impressive Results

"Utilizing Parature's software has revolutionized the way we work with our customers, and it has enabled us to significantly improve our internal support processes," said Parkhurst. "As a rapidly-growing company it's particularly important for us to have streamlined processes and efficient, timely communication with our customers. Using Parature's software has enabled that, and goes a step beyond by helping us track, report on and analyze the important metrics and trends needed to maintain our positive momentum."

"The reporting and trend analysis aspects have played key roles in justifying the addition of resources to the support team and demonstrating concrete results to company management. The greatest achievement, however, is the delight of our customers. One customer wrote, 'I am impressed that BuilderMT was in constant contact with me by email, and that your company actually wanted to resolve this problem. I thought once I sent my request in that nothing would happen, my request would be lost in the abyss, but to my surprise it wasn't!'"

**Parature has completely revolutionized the way we do business.
It has enabled us to streamline our internal customer support
operations, which has freed up time to focus our entire efforts on
providing top-notch software to our home builders.**

Chief Technology Officer

ABOUT PARATURE

Parature, the global leader in on-demand customer service software, makes it possible for any business to leverage the Internet to provide outstanding customer service. The company's software-as-a-service (SaaS) delivery and integrated, intuitive design enables organizations to better and more efficiently serve, support, engage with and retain customers in today's Web world. Founded in 2000, Parature received the 2007 Product of the Year Award from *Customer Interaction Solutions* magazine and has been named to the *Inc. 5000* list of Fastest Growing Private Companies in America. For the past three consecutive years Parature has been on the *Washington Business Journal's* list of Best Places to Work. Headquartered in Vienna, Virginia, Parature is at work in organizations of all types and sizes, and helps support more than 10 million end users worldwide.

For more information, visit
www.parature.com.