

Trapeze Networks Empowers Customers by Implementing 24/7 Self-Service

CUSTOMER SUCCESS STORY

Challenge

- ✓ Provide 24/7 access to information allowing options for self-service and interaction with the support team

Results

- ✓ About 40k page views/month
- ✓ 70 percent of new tickets are created by customers
- ✓ Reduced email interaction by 40 percent
- ✓ Highly positive feedback from customers

Snapshot

Organization: Trapeze Networks
Industry: Technology
Location: Pleasanton, CA
Website: www.trapezenetworks.com
Customer Since: 2008

With Parature, our customers now have anytime, anywhere access to a knowledgebase, software downloads, forum, and tickets.

VP of Worldwide Customer Service



Different Regions, Different Support Needs

Trapeze Networks empowers its customers to access their business applications anytime and anywhere. In turn, Trapeze customers expect anytime, anywhere, answers for their network challenges.

Located in more than a dozen countries around the world, Trapeze Networks provides enterprise wireless LAN equipment and management software. Trapeze support teams serve a global base of customers, partners and original equipment manufacturers.

"Each region has its own support needs," explained Sandeep Moza, senior customer advocate. "The United States usually hears from end users, and in EMEA it's usually channel partners. We have different models in different regions, across different time zones."

Customers Define Our Success

As Trapeze has grown, the distributed, 24/7 nature of its business required self-service support capabilities. However, the bug tracking system that the company previously used for managing support tickets lacked a customer-facing component.

"At Trapeze, we take time to carefully listen to our customers," said Trevis Schuh, VP of Worldwide Customer Service. Based on their customers' feedback, Trapeze created a support portal requirement list which included a searchable knowledgebase, customizable support portal, ticket module, online discussion forum, a channel to get instant customer feedback, and customized reporting of metrics, among others.

"To log a ticket, customers had to email us or fill out a Web form and we had to then create the ticket manually, which increased the resolution times for customer cases," Moza said. "Customers also could not manage their issues online."

With self-service as the primary goal, Trapeze evaluated half a dozen different applications for managing its customer support. Parature Customer Service™ software rose to the top primarily because of the simplicity of having multiple modules rolled into one.

"Parature is a one-stop shop," added Moza "You get the self-service portal, knowledgebase, forums, ticket tracking, surveys... You don't have to buy separate pieces. We like that simple approach."

Parature being a software-as-a-service (SaaS) application also ensured that Trapeze support staff and customers worldwide had quick access to the support portal.

Integration with salesforce.com

Parature Professional Services assisted Trapeze with implementing the software and mapping it to the support team's specific workflows. Additionally, they integrated Parature via the Application Programming Interface (API) with the company's salesforce.com CRM software to allow all employees, especially sales reps, to see any current support issues with a customer.

Trapeze uses nearly all available Parature modules, including Parature Portal™, Parature Knowledgebase™, Parature Ticket™, Parature Download™, Parature Forum™, Parature Report™, and Parature Survey™.

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Faster Ticket Resolution

Most significantly, the knowledgebase and portal have transformed the company's support organization by empowering customers to find solutions online and also log and track their own tickets. They simply go online to search for answers to their issues or open tickets. Customers can also rate and comment on the knowledgebase articles, giving instant feedback to the technical documentation team.

To educate customers and encourage usage, Trapeze emailed customers encouraging them to register to use the new portal, included a link in the signature line of support emails, and set up auto-reply emails with site information when customers contacted them directly.

Now, Trapeze has more than 900 customer accounts in Parature and an impressive self-service usage rate. A full 70 percent of all new tickets are created by customers on the portal. Those using the knowledgebase to resolve their issues never create tickets, further reducing the support team's workload. The site has proved popular, with 35,000 to 40,000 page hits every month.

By empowering customers to create their own tickets, the support email interaction has been reduced by 40 percent. Customers save precious time by not having to go back and forth on emails, instead all the ticket history is at one place on the support portal and multiple individuals from the same company can collaborate on a ticket. This also decreased the ticket resolution times.

Trapeze recently rolled out Parature Forum™, which will give customers even more resources to resolve issues without engaging support staff.

Reporting, Surveys = Proactive Improvement

In addition to self-service, Parature provides additional capabilities that Trapeze lacked with its former approach. The company more easily ensures it meets service level agreements (SLAs) with automated alerts based on type of case and the associated timeframes.

Additionally, Trapeze taps reporting in Parature almost daily to understand metrics such as new tickets, updated tickets, outstanding tickets, top downloads and return merchandise authorizations (RMA). In turn, Trapeze sees trends early and proactively works to improve them.

Trapeze comes full circle in supporting its customers by measuring their satisfaction through Parature Survey™. Trapeze has launched multiple surveys directed at getting closer to the customer. "We aim to get customer feedback for each resolved issue. In addition, we also do a biyearly customer survey," Moza said. "The ultimate goal is to address customers' concerns and see what we are doing right and where we can improve." With survey results, support teams catch and rectify trends early.

"We handle 20 percent higher ticket load without additional resources" Moza added.

The combined impact of Parature Customer Service software = the ability to do more with less.

ABOUT PARATURE

Parature, the 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 and 2008 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. Parature has been named to both the *Washington Business Journal's* list of Best Places to Work and *The Washingtonian* list of Great Places to Work. Headquartered in Vienna, Virginia, Parature is at work in organizations of all types and sizes, and helps support millions of end users worldwide.

For more information, visit www.parature.com.