

THE NEED FOR IMMEDIATE SUPPORT

In today's medical environment, physicians are pressed to see as many patients as possible. Often, that means staying late to catch up on paperwork accumulated throughout the day.

Technology from e-MDs is changing that. The company's electronic health record (EHR) software allows physicians and their staffs to document patient visits electronically with just a few clicks — saving time and improving documentation.

EHRs also allow practices to eliminate cumbersome paper charts — a huge time saver for staff and a critical customer service tool since patient information is now available from any computer with the EHR software. It is a true mission-critical application.

That's why e-MDs' customer support response times are so vital.

"If a doctor has an issue with his computer, he needs help immediately to access patient records or chart information," said James Foster, client data operations manager at e-MDs.

A RICH SELF-SERVICE PORTAL

In recent years, e-MDs support — all delivered from its Austin, Texas offices — has evolved significantly, and customers have noticed.

Previously, customers exchanged support information via an electronic news group and downloaded support documents or updates from an FTP site. The support team tracked tickets in a homegrown customer relationship management system that was quickly becoming outdated.

With a growing customer base, e-MDs needed a more efficient support model. Specifically, the company wanted to empower customers to help themselves, including submitting and viewing the status of their support issues online.

Foster and the team evaluated forum and knowledgebase software, along with Parature Customer Service™ software.

"We decided to go with Parature because it made sense to move to a software-as-a-service (SaaS) solution," Foster said. "It would be cost prohibitive to have our own IT department support that."

Parature Customer Service software also provides advanced customer service functionality that e-MDs could implement in a phased approach, including a self-service portal, ticket tracking, forum, knowledgebase, reporting, surveying, contact management and chat capabilities.

The support team directs all customers to its support center, powered by Parature Portal™ technology, the gateway for customers to find answers (from among 700 articles and downloads), connect with each other, and submit and view tickets. To date, nearly half of all customers open their own tickets online instead of calling, which reduces call volumes and resolution times.

CUSTOMIZED, COMPANY-WIDE ACCESS

Nearly all of e-MDs employees access Parature as needed, touching nearly all departments in the company: accounting, support, sales, quality assurance (QA), development, and client services.

Company-wide access provides key information to anyone interfacing with customers. Sales reps stay aware of any support issues with existing customers. And when support tickets demand attention from QA or developers, agents change the status of an issue in Parature and it is automatically directed to the correct team for further evaluation.



CHALLENGE

- Increase self-service and ticketing capabilities in order to expedite resolutions for busy physicians' offices

RESULTS

- ✓ Average resolution times decreased by 80%
- ✓ The customer base and tickets have increased but e-MDs has not added staff
- ✓ Customer feedback regarding support has significantly improved
- ✓ Customer loyalty is now at 95%

SNAPSHOT

Organization: e-MDs
Industry: Software
Location: Austin, TX
Website: www.e-mds.com
Customer Since: 2005

Even as our customer base has increased, we have not had to add staff. Average resolution times decreased by 80 percent.

Client Data Operations Manager

Once those teams have resolved the issue, they again update the status, and agents and customers are notified of the fix — ensuring that e-MDs always closes the loop on issues and continuously improves its technology.

Through integration between Parature and the company's accounting application, and nightly updates, the accounting and support teams both maintain current information on customers. In turn, accounting has the details it needs regarding each customer's support pricing per service-level agreements.

With the ease of customizing Parature software, the team created a way for customers to subscribe to a single knowledgebase article that updates them about all new releases and fixes — a popular feature for customers.

The support portal also features “easy buttons” across the top, allowing customers to navigate quickly. For example, one button launches remote control immediately so that agents can troubleshoot by seeing customers' screens.

BETTER SERVICE, SAME STAFFING

With Parature Report™, Foster and the support team run metrics such as total tickets, average resolution times, tickets per agent, trends in types of issues, and peak days and times. With that, e-MDs makes decisions regarding staffing, training or knowledgebase content, while also supporting continuous improvement.

“Parature gives us really good data for Development to address in future releases,” Foster said.

Since implementing Parature Customer Service software, the support team and customers have noticed the results — including faster resolution times.

“Even as our customer base has increased, we have not had to add staff,” Foster said. “Average resolution times decreased by 80 percent.”

In a short time, support has gone from needing improvement to being a competitive differentiator.

“A current customer recently spent 10 minutes raving to a potential customer about how good our customer service is,” Foster said.

Yet another customer emailed a note saying, “Your support and training are now in a class by itself.”

“A lot of that is due to the change in methodology and using Parature,” Foster said.

NEXT STEPS

Next, e-MDs plans to roll out Parature Chat™ to give customers an additional way to get answers quickly. Foster points out that Parature's addition of chat capabilities came directly from customer feedback.

“Parature seems more willing than other vendors to make improvements based on input,” Foster added. “They take all that input and we're getting what we asked for specifically, which really sets Parature apart as a software company.”

ABOUT PARATURE

Parature enables organizations to better serve, support, engage with and retain their customers via the Web. Industry-leading, on-demand Parature Customer Service™ software provides customer service organizations with a comprehensive, multi-channel way to meet the growing expectations of their customers. With more than 10 years experience, Parature serves organizations in a wide variety of industries worldwide and helps support more than 16 million end users. Parature is among Inc. Magazine's Top 100 Fastest Growing Private Software Companies and is the recipient of numerous product, technology, and leadership awards. Today, the Parature name is synonymous with innovation and value in Web-based customer service software, strategies and best practices. Parature is headquartered in Vienna, Virginia with offices in San Francisco and the U.K. For more information, visit www.parature.com or follow @parature on Twitter.

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