

Reorganization of Customer Service Strategy Using Neocase CS



The Challenge:

Rebuild Database and Enhance Customer Service

From the creation of questionnaires to statistical analysis, and phone surveys to Web-based surveys, Askia is one of the only companies in the world to provide a unique, powerful, and intuitive solution that covers all aspects of the survey process. The company was founded in 1994, and has four offices worldwide: United States, United Kingdom, France, and Belgium. Today, Askia's solutions are used by thousands of end-users in over 20 different countries.

Askia faces a multitude of inquiries from its clients on a daily basis, running the gamut from simple performance checks to the resolution of more complex technical problems. Eager to provide enhanced customer service with improved internal efficiencies, the company sought out a trustworthy customer relationship management (CRM) tool.

"Fifty percent of a software publisher's job is to have efficient and professional customer support. On a day-to-day basis, it's imperative to have a tool that allows us to track incidents from beginning to end in order effect resolution as quickly as possible," explained Patrick George, CEO of Askia. "It's with this in mind that we searched for a CRM solution. We also wanted to restructure our information system and completely rebuild our database."

The Solution:

Improved Customer Service Team Collaboration & Processes

Ultimately, Askia selected Neocase, a world leader in customer service and shared services software solutions. Neocase helps maximize productivity and quality of service through collaboration, self service, knowledge management, and advanced workflow management. Designed for easy use, quick implementation, and optimized for Microsoft Dynamics CRM 4.0, Neocase can be deployed either on-demand or on-premise.

Since implementing Neocase in 2005, Askia has seen benefits at all levels of its operations. Prior to Neocase, the company managed client inquiries without any true sorting capabilities. With Neocase CS, Askia can now sort inquiries into any number of categories. Askia's customer service workflow process is arranged into two categories: support (resolution of problems) and performance checks (bugs and suggestions).

The company also uses Neocase to manage the Askia's service contracts: "We have multi-site structures in four different countries. Each country has its own director of sales who is linked to client support via Neocase," Patrick George explains. "Prior to Neocase, the support team would find errors in the way contracts had been filed. With Neocase, though, it's now much easier for us to update our database in real-time, ensuring accuracy."

AT A GLANCE:

Organization: Askia

Location: Paris, France

Industry: High-Tech (Software)

Challenge: Rebuild database systems and enhance customer service

Solution: Neocase CS, Neocase Self Service

Results: Restructured database, improved collaboration among geographically dispersed employees, better customer service through personalized portal

For more information:

www.neocasesoftware.com

www.askia.com

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- Patrick George, CEO

Askia has already created 1,500 customer support files using Neocase, of which 75 percent are support cases and 25 percent are bugs and suggestions.

Additionally, using the Neocase Self Service Module, end-customers have been able to create cases directly from the Askia homepage. The interface is personalized and optimized for each client's use.

Neocase also gives all the employees of the company access to the tool regardless of location.

"Whether in Paris, London, Brussels or New York, employees can get connected daily via Neocase Self Service and check the status of their files," adds George. "This reorganization has brought our teams closer, even though they're geographically dispersed."

The Result:

Reorganization in which the Customer is King

Beyond deployment of 'just another' CRM tool, Askia sought out software that would enable its reorganization of its database and enhancement to its overall customer service department. Neocase delivered on both, within a short amount of time.

"Neocase Software's unique approach made it the judicious choice for Askia," said George. "Not only did the solution meet our preliminary needs, but it continues to evolve at the same pace as our business activity."

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