

## Case Study: Tier-2 Call Center Gets Customers Back to Business Faster with Remote Support



# ACTIVANT™

The Eagle Advice Line – Activant’s largest support center supports over 5,000 “mom and pop” retailers across the United States running the Activant Eagle software – a turnkey business management system. After supporting customers for years with phone-only support, they were continuously running a backlog of support calls. They sought a remote support solution so they could connect directly with customers and get them back to business.

### The Challenge

Activant’s Eagle product includes a support option in the monthly service fee. Customers have immediate access to a Tier-1 phone support desk that operates in Manila, Philippines. These agents handle minor support issues and customer questions. If the call is not resolved in 10-20 minutes, the call is escalated to the Eagle group – a Tier-2 and up support center – based in Livermore, California. The Tier-2 group either receives phone transfers or calls customers back (depending on SLA).

The Tier-2 group is divided into four specialty teams: credit cards, accounting, telecommunications and systems. Calls to this support group are usually complex, says Michelle Sanford, senior product support manager. The average call lasts 22 minutes with the average incident lasting around 57 minutes.

Fifty-seven minutes away from a small retail business can be detrimental to customer service at the store level, so Activant knew they needed a way to connect to customers where they could view the screen and speed first call resolution.

Activant previously used two remote meeting products, but needed a tool that would actually allow them to support customers.

*“Bomgar doesn’t leave a trace (on the remote system). “You’re like a really good Boy Scout. No trace left behind. You guys earned your badge on that one.”*

Michelle Sanford | Senior Product Support Manager | Activant

### The Solution

Activant evaluated several remote support products, but decided on Bomgar for some very specific reasons:

- **Customer satisfaction.** Because Activant’s Eagle team deals with customers on a repeat basis, the trust factor is important. Sanford says Bomgar is an integral part of building that trust. “Bomgar allows us...to really cement [the relationship] in a way that no other application has been able to do for us.”
- **PCI compliance.** PCI standards affect all of Activant’s customers. Activant is taking this very seriously because if their customers are not compliant they could face fines that could “literally shut down their business.” Sanford says that because Bomgar leaves no footprint on the remote customer’s system, they are a step ahead in compliance.
- **First-call resolution.** Before Bomgar, Activant’s first call resolution rate was running at about 75%. Bomgar allowed them to up first call resolution rates to between 88-92%, because they can now see what the customer sees.
- **Reduced call times.** Sharon Sarras, a product support specialist, has been on the front lines with customers for over 11 years. She says the ability to connect to her customers and see their screen has cut the call times in half. Because of this, the number of calls handled per day per rep has increased from five to six-and-a-half or seven calls in a day.

### Activant - At a Glance

<b>Web:</b> www.activant.com	<b>Tier-2 Support:</b> 32 remote agents, 30 in-house agents based in Livermore, Calif.	<b>Average Incident Handling Time:</b> 57 minutes
<b>Industry:</b> Business technology solutions for small/medium retailers & distributors	<b>Tier-2 Average Number of Calls:</b> 450 per day	<b>Average Calls Per Day Per Rep:</b> 6.5 to 7
<b>Tier-1 Support:</b> 43 reps located in Manila, Philippines	<b>Average Call Time:</b> 22 minutes	<b>Extended Service Hours:</b> Eagle Advice Line available all but 2 days per year

*“Bomgar has changed the way we do our support calls. We don’t have to walk customers through half of the things we used to have to do.”*

Sharon Sarras | Product Support Specialist | Activant

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## The Results

Originally deployed in October 2007 during Activant’s peak call months, the Bomgar solution quickly became an integral part of Activant’s business, and not just for customer support. Although 90% of what Activant support specialists deal with is customer facing, the company has found Bomgar useful across the board.

- **Online meetings.** Bomgar was originally deployed to meet the company’s remote support requirements; however, with the meeting features built in, it allowed Activant to eliminate one of the two existing solutions. In turn, this produced a cost savings for the organization.
- **Less time in the field.** Sanford says that field engineers or “local platform specialists” use Bomgar now instead of going onsite to perform Windows support.
- **Training the support team.** Sanford says she finds Bomgar to be a useful tool in managing her employees because many of them are remote. “Sometimes when we’re having personnel conversations, and they want to show me something on their system, we’ll initiate a session,” she says. “There are so many different uses for it [Bomgar]; it’s incredible.”

Activant has plans to expand the use of Bomgar in their support organization even more down the road. They are currently working on initiatives that include introducing the use of Jump Technology for connecting to unattended systems and integrating a customer support knowledgebase.

## About Activant

Activant Solutions Inc. (“Activant”) is a leading technology provider of business management solutions serving small and medium-sized distributors and specialty retailers. Activant provides customers with industry-specific software, professional services, content, supply chain connectivity and analytics.

## About Bomgar

Bomgar is a provider of solutions for enterprise remote support, making support more responsive, efficient and secure with appliance-based solutions that integrate easily into enterprise environments. With Bomgar, customers ensure the quality of every support interaction, strengthen security, and achieve a rapid ROI. Since 2003, over 5,000 customers in all 50 states in the USA and 52 countries have chosen Bomgar as their remote support solution.