

## Case Study: Australian Financial Company Eliminates On-Site Support Visits Using Appliance-Based Remote Support Solution



### The Challenge

Australian Finance Group (AFG) is the largest third-party wholesaler of mortgages in Australia. AFG processes an average of over 6,000 residential mortgages worth a total of over \$2 billion per month. They have seized more than 20% of the Australian broker market.

With customers and employees throughout Australia, AFG support reps could not travel on-site every time support was needed. Responsible for everything from software support for their customers to network and server administration for their primary and satellite offices, AFG's support reps often had to walk end-users through complex tasks over the phone.

"It was very hard to navigate customers through various PC tasks," said Jon Craik, an AFG help desk representative. "We relied on screen shots e-mailed to us from members to view errors, and this was time-consuming. Most of our customers were outside our domain, and it made it very difficult to connect to their PCs."

### The Solution

In April of 2005, after searching the web for a suitable remote support tool, AFG boosted its support capabilities by implementing Bomgar. Customers and employees could receive support with only a few clicks of a mouse. AFG used trials of several remote control support products, including WebEx™ Support Center<sup>1</sup> and Symantec pcAnywhere™<sup>2</sup>, but these options did not fill AFG's needs sufficiently.

*"We use Bomgar constantly and are able to connect to 99% of our customers quickly and hassle-free. Our customers feel confident that when we connect and take control of their PCs, we will be able to solve their problem the first time."*

Paul Blackman | IT Infrastructure Manager | AFG

"We found these alternatives underperformed when compared to Bomgar," Craik says. "Our customers and support reps found it difficult to connect to each other, and they seemed to run slower when connected."

Bomgar, with its ease of use, simple setup and ability to push remote control sessions to unattended systems, was the ideal fit for AFG's support needs.

### The Results

Now, AFG has 15 support reps using Bomgar with 10 located in Perth and five others located throughout Australia. AFG performs an average of over 1,700 remote support sessions per month, supporting 2,000 customers and 200 employees nationwide. Since purchasing Bomgar, AFG has decreased support call hold times by 20% and total call resolution times by 30%.

In addition, the first-call resolution rate has risen by 50%. Because of this increase in efficiency, AFG support reps can handle approximately 20% more support incidents in the same amount of time. Tasks that previously required a support rep to travel on-site can now be performed remotely.

#### AFG - At a Glance

**Web:** [www.afgonline.com.au](http://www.afgonline.com.au)

**Industry:** Financial Services - AFG is the largest mortgage wholesaler in Australia, with control of more than 20% of the country's mortgage market

**Employees:** 705

**Support Group:** 15 reps for 2,000 customers and 200 employees

**Support Sessions:** 1,700 sessions per month

#### Key Metrics:

- On-site visits virtually eliminated
- First-call resolution increased 50%
- Incident handling increased 20%
- Resolution times decreased 30%
- Hold times decreased 20%

*"Bomgar takes the stress away from our customers. They no longer have to follow instructions from the support staff. Customers are pleased to see us working on their problems directly."*

Paul Blackman | IT Infrastructure Manager | AFG

---

## The Results (Continued)

According to Paul Blackman, AFG IT Infrastructure Manager, visits to customer sites and AFG satellite locations for the purpose of technical support have been completely eliminated, significantly decreasing downtime and travel costs and increasing customer satisfaction and retention.

"We use Bomgar constantly and are able to connect to 99% of our customers quickly and hassle free," said Blackman. "Our customers feel confident that when we connect and take control of their PCs, we will be able to solve their problem the first time."

## About AFG

Headquartered in West Perth, Western Australia and employing over 700 people, Australian Finance Group (AFG) is an independently owned Australian company specializing in arranging loans for almost any purpose, in most cases at no charge to the customer.

## About Bomgar

Bomgar is a provider of solutions for enterprise remote support. Our appliance-based model is designed to make support more responsive, efficient and secure. Since 2003, over 5,000 customers in all 50 states and 52 countries have chosen Bomgar as their enterprise remote support platform. Based in Ridgeland, Miss., the company is one of the fastest growing software companies in America ranked by the 2009 Inc. 500.

---

<sup>1</sup> WebEx™ is a trademark of WebEx Communications, Inc.

<sup>2</sup> pcAnywhere™ is a trademark of Symantec Corp.