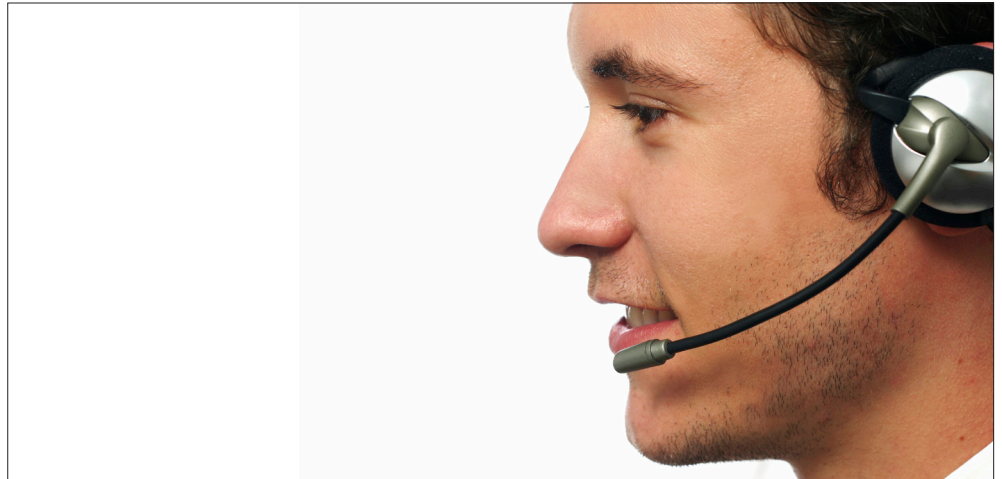


BOMGAR™



USING BOMGAR FOR  
CUSTOMER SUPPORT

# Using Bomgar for Customer Support

## Challenges of Remote Customers Support

Whether you are supporting consumer software or enterprise systems and applications, being able to support your customer's remotely is essential. Trying to walk through a technical problem over the phone wastes valuable support cycles and can be frustrating to the customer. On the other hand, sending technician's on-site is inefficient and costly, since it ties up highly-trained support technicians for hours in transit.

Unfortunately, most of the solutions available for remote customer support fall short in one area or another. LAN-based solutions like Remote Desktop Protocol [RDP], VNC and pcAnywhere™ require a pre-installed software client on the customer's computer and don't work through firewalls without configuration. Most customers are not likely to allow your support organization to install listening software clients on their computers or open holes in their firewalls.

On the other hand, Software as a Service remote support products route sensitive data through third party datacenters which lie outside your control. This makes your company liable for another company's technology. Supporting customers remotely in today's environment has several critical challenges:

### Support through the Web

Customers can be anywhere. And in today's web-based world, they expect immediate, online support. Many remote control tools do not work through the web, and many more route sensitive data through a third-party provider. Working through the web without sacrificing security is crucial when supporting a mobile, data-rich customer base.

### Non-Windows Operating Systems

What if your application works on more than Windows™? Emerging operating systems and handheld devices increase the burden on remote customer support. Legacy remote control tools often lack support for Mac and Linux. Even fewer remote support tools work on handheld platforms, such as BlackBerry™. Being able to offer remote support to all the operating systems supported by your product or service is crucial.

### Automating Issue Resolution

Showing the remote computer screen to the support rep is the first order of business for any remote support tool. Helping the rep solve the customer's problem is the second. However, most tools offer only a rudimentary toolset and limited flexibility for creating automated fixes, leaving the rep to solve issues manually.

### Branding

You may have multiple products, multiple customer tiers, or multiple brands. But most remote control products you use have only one way to start a session and only one design. Shouldn't you be able to brand your support solution?

### Balancing Changes in Load

Spikes in customer support load can come when you least expect them. From one day to the next, your support center may experience vast differences in the amount and type of incidents. Being able to respond quickly to changes in demand and balance load across customer support teams is key for effective remote support. Unfortunately, many products are only designed for point-to-point connectivity, and lack the administrative sophistication for balancing load across teams.

### Escalation & Integration

Customer support is often your company's first impression. Making sure that impression is a good one requires integrating the remote support process with your internal systems and connecting frontline support technicians with higher support tiers. Subject matter experts, and sometimes even software developers, need to be accessible if the problem demands it. The customer's escalation path should be clear, from the first call to the final resolution of the problem.

However, most remote support tools are designed to connect only to the end user's system, not to other support technicians, other groups, or other systems. In addition, most of these tools are not designed to be initiated from the web without a parallel phone conversation.

### Measuring & Monitoring

Your support center will not increase efficiency unless you can monitor support activity and measure rep performance. Unfortunately, most remote control tools have little by way of reporting and even less by way of audit-ability, leaving the customer support manager aiming at nothing and hitting it every time.

## Security

Your company is responsible for customer data on the computers you control. Losing or compromising that data can cost you dearly in both lost revenue and lost reputation. Many remote control tools have no logging or auditing built in, leaving the customer support manager guessing about which customers were accessed and what happened during the remote support session.

While you may be able to may offload support traffic through a software-as-a-service remote support product, you cannot offload your company's liability. Your company remains liable for safeguarding your customer's privacy and information.

## Conclusion

Supporting customers remotely can greatly improve customer support efficiency. However, finding the right tools for the job can be challenging. In fact, the wrong tool can even expose your customers and your company to the risk of data loss.



## Bomgar: A Secure Solution for Remote Customers Support

Bomgar equips the customer support center with a secure, web-enabled remote support solution that lets you support any customer, from the consumer to the datacenter. Bomgar's appliance-based model prevents customer data from passing through a third party and simplifies integration with customer-facing systems and internal applications. In addition, Bomgar's support for non-Windows operating systems ensures that your support center will be able to connect, no matter what products or systems you support.



### Web-Enabled Support

Bomgar works seamlessly through corporate firewalls without requiring a VPN or other configuration. In addition, Bomgar support sessions can be initiated in seconds without requiring pre-installed software. This means that you can be on the screen in seconds, even if it is your first time to connect to a personal laptop at a WiFi hotspot across the world.



### Non-Windows Operating Systems

Bomgar supports Windows 95 through Vista, Mac OS X and multiple Linux distributions. It also enables remote control for Blackberry and Windows Mobile over the web through numerous built-in device emulators. In this way, Bomgar standardizes the support process, making each incident the same no matter what operating system the remote computer is running.



### Session Distribution

Bomgar enables support reps to handle multiple sessions within a tabbed interface. While software installs on one system, the rep can reboot a second computer and troubleshoot a third. Bomgar's Equilibrium functionality automatically distributes remote support sessions within a team to the most available rep, so that a rep handling only one session would receive a session before a rep handling two.



### Customization per Customer

Bomgar's Portals feature lets you create multiple websites for handling remote support requests. These portals can be customized to match your products' or your customer's branding. You can also match custom-branded Bomgar software clients, editable click-throughs and prompts, and branded exit surveys with each Portal.



### Scripts & Tools

With Bomgar you can create, organize and catalogue any number of pre-built scripts. This enables your customer support center to automate troubleshooting, remediation and routine diagnostics. Scripts can also reference a file for more robust tasks, such as software installations. This functionality is cross-platform and can be shared across teams to ensure that every rep is using best practices. In addition to scripts, Bomgar offers numerous shortcuts and tools (such as file transfer, reboot, system info, and command line) that speed and automate your support center's job.



## Reporting & Administrative Dashboard

Bomgar enables you to monitor all remote support sessions in real time. Administrators can transfer sessions, join sessions, or even view the rep's entire desktop for performance monitoring. After the fact, Bomgar's customizable exit survey enables you to measure your rep's performance with users, and Bomgar's extensive reporting data gives you a clear picture of your most vital metrics. Bomgar Customers have seen:

- Increased 1st Call Resolution by 40-50%
- Reduced Incident Handling Time by 50-75%
- Reduced On-Site Visits by as Much as 90%
- Decreased Call Escalation by 10-30%

Bomgar's customizable exit survey also enables you to gauge your most important metric, customer satisfaction, on a session by session basis and gain valuable information about your customers' preferences.



## Security

Support centers at enterprises like Novell in software and Fiserv in financial services use Bomgar to support their customers. Bomgar enables granular control over rep permissions through individual or group policies integrated with your own internal directory using LDAP, RADIUS, Kerberos, or other security providers. Beyond controlling access, Bomgar gives you the ability to record every session in video format so that you can audit every click and keystroke of every session. This ensures the integrity of user and system data. At the end of the session, you even have the option to provide the customer with a transcript of the chat conversation and a video of the session.



## Escalation & Integration

Bomgar's centralized, appliance-based model enables you to integrate Bomgar securely into your internal systems and connect your support team with other teams and other groups within your company. Bomgar offers pre-built connectors to service desk management platforms from HP and BMC, as well as a robust API and software development kit. Using these integration tools, you can keep all of your incident data in one place by associating Bomgar sessions with your incident IDs.

If a session needs to be escalated, the Bomgar rep can transfer or share the session with another rep or another team, enabling technicians from all over the company to be on the same screen resolving the problem. This escalation process can be initiated from the web without downloading any software using Bomgar's Click-to-Chat feature. With Bomgar, you can even give your clients a short-cut into the remote support process by placing a Bomgar Button on their desktop. One click and your customer can begin receiving remote support over the web.

## A Consolidated Solution

With a broad range of remote support solutions, the same solution you use for customer support can be used in other parts of your organization as well. Bomgar offers remote support solutions for:

- IT Infrastructure Support
- Support for Kiosks and Point of Sale Systems
- Mac, Linux and Smartphone Support
- Support from the Service Desk
- Online Training and Demos
- Vendor Access Management