

Motorola eCare

AVA CAD/CAM



TECHNICAL CASE STUDY

INDUSTRY/MARKET

Decorative arts and textiles

THE ENVIRONMENT

A global client base of engineers and other creative professionals

THE CHALLENGE

To solve intricate technical support issues, often involving slight gradations of color, with minimal user downtime

THE SOLUTION

Motorola eCare, using the full-color option

THE BENEFITS

Three quarters of AVA's customer base rely on the Remote Technical Support option

Three Quarters of AVA CAD/CAM's Customers Choose Motorola Inc.'s eCare for Thorough Remote Technical Support

AVA CAD/CAM has been providing specialist design solutions to the decorative and textile industries since the birth of the computer graphics industry.

Design professionals in highly creative fields such as textiles and wallpaper can rarely agree on what colors or motifs will be the season's hottest. But when it comes to keeping their state-of-the-art design software running smoothly, customers of Macclesfield, England-based AVA CAD/CAM overwhelmingly agree on one point: remote support is absolutely essential. Fully 73 percent of AVA's global customer base subscribes to the company's Remote Technical Support (RTS) option, which has been delivered via eCare since 2003.

"Our CEO, Nick Langford, has always recognized that two qualities set AVA CAD/CAM apart from the competition: providing design software that incorporates specialist knowledge, and setting industry-leading standards in training and customer support," says Debbie Buchan, customer services manager at AVA CAD/CAM. "That's why he personally headed our company's initiative to choose an RTS solution several years ago, a process that proved eCare to be the clear winner."

Motorola eCare ideally addresses designers' needs

"Our customer base comprises visual people — creative people who use our software to create designs, and manipulate and do color separations on them, in every field from printed textile design to flooring, laminate, and wallpaper design," Buchan explains. "They are not computer technicians. So when a software issue arises, they know they can contact AVA's support desk and have the problem quickly solved, transparently, via eCare."

Remote Technical Support is a significant part of AVA CAD/CAM's operations. Seventy-five percent of the small company's staff is involved in customer support, offering it in five languages. Buchan and her team troubleshoot and optimize the performance of AVA's software, which is written exclusively for the Apple Mac platform using critical eCare capabilities including:

Real-time problem resolution: Because they work in a highly competitive, seasonal environment, AVA CAD/CAM's customers are always under tight deadlines. Prior to Remote Technical Support, support was provided via telephone and email. When large files needed to be sent, CDs were dispatched to the customer via courier or regular post. Buchan says, "Motorola eCare has allowed us to solve customer problems immediately, in real-time, which saves our customers hours or days of lost productivity. It's also more environmentally friendly, since we are not clogging landfills with excess CDs."

User-initiated connections: Because they are creating their companies' core intellectual capital, "our customers are sensitive to having external parties having access to the heart and soul of their work: the designs they create on their computers," Buchan says. "The fact that the user initiates the RTS connection with AVA, and has the power to terminate it at any time, assures our customers that technical support is provided in the most secure manner possible."

A full-color option: eCare allows AVA technicians to view the customer's monitor in millions of colors, which is critical because "we are working with customers to resolve color problems every day. They have tonal artwork, with multiple layers and variations of the same color, so it's important for us to be able to see subtle gradations," Buchan says. "eCare's full-color option is perfect for solving color-matching problems, and while we're online with the customer we also check their computer settings to address what is often the root of the problem."

Even more convenient, eCare's full-color option can be invoked at any time. "If a customer has a slow Internet connection, that affects the speed of the RTS session," she explains, "we can make the connection in eCare's grayscale mode, and then use the 256-color or millions-of-colors options to investigate specific problems. This allows the AVA team to do our work as fast as possible, minimizing customer downtime."

Improving the quality of customer care

Buchan's customer support team carefully logs the content and duration of each RTS incident. Since AVA CAD/CAM started using eCare several years ago, she's noticed an interesting trend: "While the time required to solve the customer's actual technical support problem has plummeted, we're actually spending more time addressing the entire support incident, per se. That's because while we're connected our team is taking advantage of the opportunity to thoroughly check the customer's computer settings, to maximize the performance of their AVA software."

That proactive level of service, uniquely enabled by eCare, helps to fulfill CEO Langford's vision to differentiate AVA CAD/CAM not just with the best products, but with industry-leading customer care as well.

Debbie Buchan says, "When a software issue arises, our customers know they can contact AVA's support desk and have the problem quickly solved, transparently, via Motorola eCare."

"I have been very pleased with AVA CAD/CAM's technical support. Very helpful staff. If the problem is not solved on the telephone there is always a call back ASAP, and then the problem is solved quickly with eCare. I have recommended AVA's solutions to many of my design colleagues. Thank you."

Nicky Upton
Anstey Wallpaper Company, Ltd.
An AVA CAD/CAM customer



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