

The Business of Online Support: Achieving Your Competitive Support Advantage

TWO eSUPPORT TECHNOLOGIES THAT WILL ENHANCE
YOUR TECHNICAL SERVICE OFFERING

CONTENTS

- 1 Introduction
- 1 The Case for Web Self-Service
- 1 Support Technology Initiatives
- 1 Web Support Defined
 - 2 Remote Control
 - 2 Session Recording:
The Auditing and Training
Miracle Turned Reality
- 3 Better Performance and
Increased Customer Satisfaction
Through eCare 4.0
- 3 Contact Information



INTRODUCTION

Companies looking to manage their technology service offering with support process efficiencies, and customer satisfaction benchmarks are faced with alarming trends and few practical solutions. A recent benchmark study from the Services Support Professional's Association (SSPA) concluded that the time spent resolving electronic problems accounts for 71% of customer complaints. At the same time, the average cost per electronic case nearly doubled between 2000 and 2003. In their seemingly endless search for the right solutions, today's progressive enterprises increasingly turn to web-enabled support as the primary means to reduce support costs and increase customer satisfaction. However, of the many technologies available to elevate and enhance your support organization, only a handful of solutions actually achieve that goal.

THE CASE FOR WEB SELF-SERVICE

According to the SSPA, web self-service initiatives grew by 116% between 2002 and 2003 and accounted for 75% of all support transactions. Certainly, the lower costs and high first contact resolution rates associated with self-service initiatives would explain the increased implementation by help desks and support centers. In fact, of the three most widely used support technologies, self-service Web support has consistently proven to be less expensive to deliver than telephone or e-mail support, averaging \$8 per transaction. On the other hand, e-mail and telephone support average \$35 more per resolved case. Perhaps as equally impressive, 50% of self-service incidents are resolved at first contact, earning a competitive position with phone and e-mail support. Clearly, fewer support initiatives have been able to match the high performance results and lower cost margins than web self-service.

Yet while this rapid growth in self-service has benefited support organizations with high problem resolution rates, and low cost per case closed, it still leaves roughly 50% of web self service cases unresolved at first contact. That's why help desks wishing to remain competitive must address how their self-service practices and technologies fit within the larger support matrix; specifically, how they resolve the more costly cases requiring agent intervention. Typically, these cases are handled by phone, and email correspondence.

Studies have shown that phone support, although the most popular, is also the most costly – almost 50% more costly, on average, than electronic support.

Moreover, first contact resolution rates for phone and electronic incidents were virtually identical at 50%, while the duration of time cases were open continued to rise. That said, it is of little surprise that, of the many support technologies under consideration for deployment over the next year, interactive web based technology will account for five of the top eight initiatives (see inset). However, web-based technologies – specifically, remote control and session recording – are already yielding competitive advantages for today's enterprise help desks.

SUPPORT TECHNOLOGY INITIATIVES FOR 2004

- Expand phone system capabilities
- Deploy and enhance web based customer interaction technology
- Expanded CRM system capabilities
- Deploy and enhance knowledge system
- Implement remote control software
- Implement On-line chat
- Deploy workforce management system
- Install automated e-mail response system

WEB SUPPORT DEFINED

Simply put, an optimal web support application provides multiple channels of support to quickly and reliably manage complex support calls, web self-service escalations, and on-going communication. The ability of a support expert to see, diagnose, and control a customer's computer and applications as well as to record a particular session enables the support center to greatly improve the quality and efficiency of customer interactions.

Benefits Include:

- Instantly record agent-customer interactions for random assessments or audits
- Minimize interactive redundancies or inaccuracies
- Gain a better understanding of agent performance levels and response rates
- Provide more personalized training for your employees
- Reduce travel expenses
- Increase customer reassurance

As Remote-Support Manager at Xerox, Tom Zapata supervises the company's 1,000+ support personnel worldwide servicing their customers with device, applications, workflow and training issues using Netopia's eCare 4.0. Zapata says:

"In addition to supporting our enterprise printing and imaging devices, we are using Netopia's software for training too which saves us a tremendous amount of time and travel expenses. On certain occasions, we have been able to save anywhere from \$1500 - \$2,000 not having to fly out to an important account to do training as we now do it using Netopia's technology."

BETTER PERFORMANCE AND INCREASED CUSTOMER SATISFACTION THROUGH ECARE 4.0

Whether your business provides technical support for software products, or online banking, support is a business and it must run at maximum efficiency all the time. Supporting remote customers or employees with maximum efficiency requires an interactive web solution that delivers high-touch quality of service to anyone, anywhere without fail. Netopia's eCare 4.0 is that solution.

Web Enabled, Reliable, On Demand Web Support for the Progressive Enterprise

Netopia eCare 4.0 is the next generation of the award winning solution that connects support agents and their customers with a live collaboration link. eCare enables remote desktop sharing, file transfer, live chat, URL push, and even real-time diagnostics and inventory of the remote PC. This cross-platform, web-based solution gives your customers the highest level of service, while reducing your cost of support. It is customizable and scalable to meet the needs of both the independent IT consultant, or the Fortune 100 call center and is compatible with Mac OS and Solaris environments.

Netopia's eCare is available either as a hosted subscription service, or as a server license, with rich customization and integration packages that fit your IT environment and budget.

CONTACT INFORMATION

To request more information, please call:

1-800-485-5741

Corporate Headquarters
Marketplace Tower
6001 Shellmound Street, 4th Floor
Emeryville, CA 94608

1(510) 420-7400 Main

1(510) 420-7601 Fax