

## The Solution Discovery — For the High-Technology Industry

### THE PURSUIT OF MORE ADVANCED CALL CENTERS

High-technology companies have spent years creating more efficient call centers, and as a result of cost-cutting initiatives and reduced call volumes and wait times, have transformed their technical support centers from “cost centers” into “profit centers.” Today, however, companies are advancing beyond these efficiency improvements, and redesigning their call centers and customer support environments to become strategic assets, using their service information as a powerful resource.

By rapidly identifying which products customers use, tracking all post-sale customer issues, and creating a complete, “360-degree” view of each customer, high-technology companies are able to dramatically improve their ability to resolve problems, capture and apply knowledge to solve future challenges, and help service representatives appear more customer-centric. Additionally, high-technology companies can use

their information to compete more successfully, improve product development, retain and grow their customer-base, and increase sales and marketing effectiveness. Yet, using service information for strategic purposes requires creating increased levels of integration and visibility with sales, marketing, product development, and business development groups.

Based on its extensive experience with high-technology call center programs, InnoVeer offers a service for rapidly identifying the challenges of transforming technical support environments into strategic assets. After improving call center operations, organizations are able to increase knowledge transfer, ensure more effective customer self-service, evolve from monitoring call-time metrics to tracking problem-resolution metrics, improve sales and product development, and increase overall strategic and business impact.

### TRANSFORMING SERVICE INTO A STRATEGIC ASSET

The *Solution Discovery* is an expedited call center effectiveness analysis that examines the existing challenges hindering the success of a technical support center and defines the enhancements and modifications to drive strategic knowledge transfer, faster problem resolution, and additional business opportunities. In a two-week, focused engagement, InnoVeer uncovers areas where modest improvements will help service, sales, marketing, and product development become more successful through improved workflow management, integration, and knowledge-bases — leading to significant and immediate overall business results.

### SUCCESS STORY

Network Engines Inc., a leading developer, manufacturer, and distributor of appliance-based storage and security products and services, turned to InnoVeer to design and deploy a CRM environment that would create a 360-degree view of all customer and service information. Network Engines recognized the importance of creating advanced support capabilities to provide product and service information to both customer service representatives and customers, to help quickly identify problems and close trouble tickets.

InnoVeer helped Network Engines build a standardized knowledge-base to ensure quicker identification and resolution of all service issues. Behind the scenes, new software also manages every aspect of the return merchandise authorization (RMA) process, from sending a replacement part to receiving the malfunctioning part and routing it to the service department.

Once deployed, this solution streamlined numerous business processes and provided all employees — including sales, service, and product development groups — with a common, trusted view of customer data. This helped project a more customer-centric attitude, rapidly identify and resolve any problems, and prevent such problems from happening in the future. Customers can also troubleshoot their own service issues. After registering, they select an option from a dropdown list of serial numbers to view information for the products they own.

Network Engines now has the advanced customer support tools to better pinpoint the root of problems, and rapidly close trouble tickets. This, combined with new self-service capabilities, helps quickly and completely resolve all customer issues, thus improving customer satisfaction and retention.

## WHAT DOES THE *DISCOVERY* INVOLVE?

The *Call Center Solution Discovery* will focus on these areas:

- **Business Strategy** — Prioritize techniques for utilizing the support environment as a strategic asset to achieve increased business impact
- **Customer Visibility** — Discover how to obtain improved cross-organization insight into all customer accounts
- **Infrastructure Enhancements** — Understand data integration and workflows required to provide all departments with a shared view of every customer-facing effort
- **Pain Point Assessment** — Determine which business units have processes with sales implications, and identify pain points and areas for improvement

These activities enable high-technology companies to identify immediate enhancements, as well as medium-term opportunities for leveraging service data as a strategic asset across sales, marketing, and product development operations, leading to an even greater return on technical support investments.

At a fixed price\*, the *Solution Discovery* will identify areas for improvement, and develop an action plan. (\*The fixed price fee does not include possible travel expenses or additional areas of scope, which are available by request.)

Tangible benefits from the *Call Center Solution Discovery* include:

- Definition of which customer interactions lead to the strongest loyalty and retention
- Established communication and self-service channels matched to customer profiles and requirements
- Understanding of which customer support and knowledge-base practices will provide the greatest benefit for the least cost
- Consolidation and integration of customer-related service, sales, marketing, and product development information
- Guided business strategy and optimized product development practices

## ABOUT INNOVEER SOLUTIONS

INNOVEER SOLUTIONS, an award-winning customer strategy and solutions consultancy, provides advanced customer management services to high-technology and healthcare companies, among others, in the areas of planning and strategy, technology implementation, and optimization. The company's deep industry knowledge, broad technical skills, and Multishore methodology enable organizations to address their critical customer-facing issues and achieve an integrated view of all customer information. With an exclusive focus on customer management since 1998, Innoveer has worked with more than 300 organizations to increase their overall business growth, improve internal efficiency, and enhance the customer experience.

## PAST CLIENT SUCCESSES INCLUDE:

- **Network Engines**
- **PTC**
- **BroadVision**
- **Aspect Software**

## BUSINESS OUTCOMES:

- Reduced cost of service and decreased time required to close a trouble ticket an average of 12%
- Increased up- and cross-selling opportunities an average of 23%
- Enhanced customer loyalty and employee satisfaction twofold
- Optimized product development and business strategy

## CONTACT US

For more information about how Innoveer Solutions can help you improve productivity, customer satisfaction, and overall profitability, please contact Jennifer Yanoff at [jyanoff@innoveer.com](mailto:jyanoff@innoveer.com) or at +1 617-225-7914.

