



# MagicTech Computers, Inc.

## Dramatically Increasing Revenues

“SupportWizard runs our entire business and allows us to provide excellent customer service. The solution is pretty close to solving all of our problems. To increase customer service, efficiency and revenues, there is no question that you need SupportWizard. Our technicians love the system and could not live without it.”  
— John Ricketts, President, MagicTech

## Business Overview

MagicTech Computers provides a full range of computer, networking and IT products and services. Combining many years of experience with a first-rate technical staff and network design expertise, it has become a leading system integrator and computer reseller.

## Challenges

MagicTech, which was handling a significant volume of client service inquiries—over 3,500 a year—realized that its system for managing calls needed improvement. The company also recognized that its entire sales and service process could be more efficient. In addition, MagicTech, always aiming to improve its customer service, determined that it could further raise the bar for customer satisfaction.

- **Redundant Work**

Formerly, MagicTech used ACT and Microsoft Outlook for storing customer information. Since these systems were not integrated, technicians and accounting personnel would need to replicate information; for example, they would retype a customer telephone number in 12 different places.

- **No Remote Access Meant Fewer Billable Hours**

The company was also employing an access database. Since it was not Web-accessible, field technicians needed to visit the office in order to review and update tickets. Technicians also spent a lot of non-billable time on the phone with other support personnel, getting assignments and providing status updates.

- **Disorganized Billing Led to Lost Revenue**

Because it lacked an airtight system for processing tickets, MagicTech usually billed customers five to ten days after a service was completed. Occasionally, the company forgot to bill.

- **Time-Consuming Customer Service**

Sales personnel spent a lot of time on the phone with customers, who called with account-related questions. MagicTech determined that it needed to enable its customers to view their entire account history online.

## **Requirements**

MagicTech needed to find a cost-effective ASP solution that was easy to customize, implement and maintain. Ideally they wanted something that would allow their customers to see their own account information as well, to reduce phone support costs. They needed to be able to see all information about their customers in one place, to be able to track all service requests, and to create customizable reports to show them how they were doing.

## **The SupportWizard Solution**

MagicTech purchased the SupportWizard solution in March 2000. Deployed in one day, it has been used to accommodate and resolve over 7,000 tickets per year since then. With SupportWizard alone, MagicTech can automatically assign all calls to the appropriate staff, track call status, produce statistical reports, monitor workflow and generate invoices. SupportWizard has become the main repository of all customer information, and since it is fully accessible over the web, customers and staff can immediately see the status and history of a particular customer's account. According to John Ricketts, MagicTech President, "SupportWizard completely meets our needs. It is affordable and customizable and was quick and easy to implement."

- **Industry-Leading Customer Response Times**

Once a customer call is placed online, the system automatically notifies a technician, who then calls the customer to schedule the service. Due to this notification and the fact that technicians can now access and update tickets via the Web, they can minimize their non-billable time; for example, technicians no longer need to call the MagicTech office to provide status updates. Since the SupportWizard implementation, service team efficiency has risen by 20-25%, while company efficiency has risen by 15-20%. "Now, each technician can bill an extra hour, at \$70, per day," says John Ricketts. "With 7 technicians in the field everyday, this adds up to about \$10,000 in increased revenue per month." As a result, although the average industry response time is one to three days, MagicTech completes 85-90% of its service calls on the same day in which it receives them. Since MagicTech deployed the SupportWizard product, customer satisfaction has risen by 50% and the company has not lost a single service customer.

**Call Information:**

Call Summary:

Reason for Call:  Project Invoice(s):

TLC Member:  Yes  No Block Time:  Yes  No Severity:

Equip. Type:  Model #:  Serial #:

Description/Notes:

Status:  Service Type:

Assigned to:  Service Team:

Scheduled Date:  Time:  On-Site:  Yes  No

Call Placed By:

Internal Notes/Comments:

Trip Info:

- **Increased Sales**

This increased efficiency extends to the sales process. Because all customer information is stored in a company-wide knowledgebase, sales personnel are aware of a customer's background from day one. If customers have account-related queries, sales personnel need merely point them to the MagicTech Web site, where they can view their entire account history. As a result, customers are satisfied and sales personnel can devote their time to garnering more sales. Since the SupportWizard deployment, sales team efficiency has risen by at least 25%, while total sales increased by 10-15%.

- **Improved Billing**

According to John Ricketts, "Now, the customer places a call at noon and the technician is paged at 12:15. He arrives at the site at 1, completes the service and closes the call at 2. The Director of Services reviews and verifies the ticket at 3, the accounting department completes the invoice at 4 and the bill hits the mail at 4:30. We created a system that is so locked down that we cannot forget to bill." Because MagicTech's billing accuracy has risen by 10-15%, the company has reaped increased revenues. Customers are now billed on the same day in which they call and checks are, for the most part, now received 15 days more quickly.

**Billing:**

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**Parts Billing:**

**Service Billing:**

**Tot. Parts:**       **Sales Tax:**       **Tax:**       **Tot. Srv:**

**Tot. Bill:**

**Customer Terms:**       **P.O.:**       **COD Check #:**

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**Verified By:**       **MTC Inv.:**       **Invoice #:**

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Customer acknowledges receiving the materials and services indicated on the face hereof.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

**TL Technician:**

## About SupportWizard

SupportWizard, a division of Integral Solutions Corporation, is dedicated to developing powerful, easy-to-deploy, and cost-effective Web-based software solutions for customer support and issue tracking. With SupportWizard Enterprise Edition 5.0, its fully customizable Web-based dynamic FAQ, helpdesk, and self-service customer support system, customers can quickly reduce their support costs by as much as 70%, provide superior service with reduced response times, and gain better control over their support organization.

With over four years of full production use, SupportWizard is relied upon by leading organizations worldwide, including Merrill Lynch, AT&T, Chevron-Texaco, Informax, Fujitsu, and Ask Jeeves.