

Affinity Development Group

## ADG Builds User-friendly Customer Portal in Two Weeks

### Business Overview

The Affinity Development Group (ADG) develops affinity and customer relationship management (CRM) programs for clients with established brands and customer bases. They also offer a variety of services, including a state-of-the-art call center, for both established companies and start-ups.

### Challenges

ADG needed a new customer support system for their Sports Registration business. This system needed to support two different groups: ADG customers and the customers' end users. The customers were the seven state registrars that ran the local soccer associations. Their end users were the parents registering their children to play in local leagues.

ADG built their old registration support system on phone calls and emails, which were difficult to track. Customer support representatives managed each case on an individual basis and because they lacked a central storehouse for support tickets, the company had no metrics

*“Agiloft gave us a first-class external customer support system in under two weeks. It’s so adaptable that we easily added our own internal functions for IT Helpdesk, Accounting, and HR operations, all under one service portal.”*

*— Asmar Muhammad,  
Support Technician*

for response times or efficiency. As a result, management had little understanding of problem trends or patterns, and needed a new system that could provide transparency.

ADG needed transparency at every level. Parents who called or emailed with a problem had no way of knowing the status of their

issue without calling an ADG support representative, state registrars had no visibility into the issues faced by their local leagues, and ADG staff needed to provide oversight for all support tickets coming in nationwide.



### Industry

- Customer Relationship Management

### Challenges

- Needed an easy-to-use interface for unsophisticated users
- Needed differentiated access and roles for parents and registrars
- Needed the interface to match each local registrar's website
- Needed consolidated information for more efficient and responsive support

### Agiloft Solution

- Unique end user portals based on local access points
- Configurable look and feel options for each portal
- Central repository with automated escalation rules and ticketing

### Benefits

- Rapid implementation
- Lower development costs
- Support operation transparency
- Extremely customizable
- Overall efficiency improvements
- Fewer incoming calls
- Faster response time
- Consistent communication

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Each of the 16 local soccer associations maintained a registration website with a unique look-and-feel. Therefore, the new system needed to display a different, correctly branded interface for each end user based on their local site.

Even though implementing the customer-facing system was their highest priority, ADG also needed an internal helpdesk system with similar functionality.

In addition to the technical requirements, ADG needed the new support systems up and running as quickly and inexpensively as possible.

## Agiloft Solution

Because ADG needed a rapid and cost-effective implementation, they opted for the Agiloft hosted SaaS solution and purchased 32 hours of consulting services. Their system went live within two weeks of the initial purchase date and remained under budget.

customer service representatives have better information from the start.

As a result, support technicians can typically resolve issues without needing further information from the customer.

“Agiloft is easy to learn. Without a lot of training, a new person can quickly start using the application and adapt it to an entirely new process.”

— Asmar Muhammed

The system serves all three levels of business. Parents can easily submit online requests directly through a hyperlink at the registrar site and receive immediate email acknowledgement and status updates. Parents can also click on a link in the email to directly access their support ticket at any time.

Registrars can view and edit all requests for their region, which provides quick access and awareness of problems in their local registration systems.

ADG staff now provides more efficient support by using standard solutions to quickly answer common questions and automatic charting of custom metrics to provide better information on known



**End user parents and league registrar customers see the interface branded with their local league colors.**

ADG customized Agiloft’s default support case table to capture all relevant data, including user, league, and player information. They set dependent-choice fields to display only relevant choices based on the state, local association, and league, and required fields to ensure that

issues and trends. Implemented with rules and workflow, responses to certain common questions are automatically sent without the direct involvement of ADG personnel. Because issues are resolved in much less time, the same number of technicians are able to handle a significantly larger volume of requests.

## Automating Additional Processes

After the initial customer support rollout, ADG quickly brought the internal helpdesk functionality online to handle its PC support. With customers submitting queries online, call volume has decreased by 60%, but more importantly, customer issues no longer fall through the cracks of an inefficient system.

ADG went on to expand its internal support to add HR and accounting support functions, giving employees a broad range of help through a single portal. ADG did all further configuration without consulting or programming, and continue to find new ways to use the software. For example, it now use Agiloft to manage promotions for an auto buying program. At last report, ADG was using Agiloft for up to five ongoing projects.

### Benefits

- **Rapid Implementation** - The first phase of the project, the customer support system, was up and running in less than two weeks. It required only 32 hours of consulting.
- **Improved Transparency** - End users (parents, coaches, etc.) now have the ability to track their customer support questions and issues. The state soccer associations have insight into common support issues for their local leagues and metrics for their support operations. ADG staff has visibility across all of the state and local sites.
- **Extremely Customizable** - Agiloft's ease of use and customizability has allowed ADG to adapt it to many different processes throughout the company. They've done so without programming, additional consulting time, or special training.

- **Improved Overall Efficiency** - Perhaps the greatest benefit is the centralized repository. All of ADG's service information is in one place. As a result, processes are more efficient and nothing falls through the cracks.
- **Phone Calls Reduced** - ADG estimates that they receive 60% fewer calls than before thanks to their new internal support system.
- **Reduced Response Time** - Because users can describe their issues via the new web form, issue resolution time has decreased and solution accuracy has increased. Users get the right solution in less time.
- **Consistent Communication** - By extending Agiloft across the organization and adding new processes, ADG has established more consistent communications throughout the organization.

“When a new project comes along that needs to be organized with some kind of workflow and tracking capability, we immediately think of Agiloft, because we know we can configure it quickly and it will just work.”

— Asmar Muhammed

### About Agiloft, Inc.

Over 3 million users at organizations ranging from small enterprises to U.S government agencies and Fortune 100 companies depend on Agiloft's top rated product suites for [Contract Management](#), [Service Desk](#), [Custom Workflow](#), and more. Agiloft specializes in automating processes that are too complex for competing vendors. Our best practice templates and adaptable technology ensure rapid deployment and a fully extensible system. For more information, visit <https://www.agiloft.com>.