

ArcaTech Systems

Agiloft Powers ARCA's Customer Support Organization

Customer Overview

ARCA, formerly ArcaTech Systems, is a leading supplier of transaction automation solutions for the financial, retail, and self-service industries. For many years this growing company has supplied components and provided full support to hundreds of manufacturers worldwide.

Challenges

From the company's inception, ARCA customer support requirements have become increasingly complex. With multiple sales channels, the company provided service to its customers in a variety of ways. Each week, ARCA received 25 to 50 technical support calls from employees in other departments, resellers, and third-party software developers working with the ARCA platform. ARCA service technicians with various areas of specialization responded to these tickets.

Unfortunately, ARCA's previous software solution wasn't up to the job. Issues fell through the cracks. Tim Hicks, ARCA's customer support manager, had no useful data to evaluate the technicians' handling of requests. Furthermore, with no centralized place for storing data about customers, the service team spent too much time searching for information.

"I enthusiastically endorse Agiloft. It's an excellent value and highly flexible. You'll be amazed at what you can do with it."

— Tim Hicks,
Customer Support Manager

that the system should be event and database-driven, with a rules engine for automation, an email interface for ticket creation and management, and solid reporting and metrics. "If a system doesn't measure how well you're doing and then identify where you need to take corrective action, it's not helping you," he said.



Industry

- Transaction Automation

Challenges

- Needed automation to assign and manage tickets in a timely manner
- Needed case histories for customers
- Needed performance metrics to measure technician performance
- Needed to identify product areas with problems to drive development
- Needed to provide customer FAQs to reduce the support load
- Needed to measure customer satisfaction
- Needed a central, accessible place to store customer information

Agiloft Solution

- Fully-automate customer support
- Effective customer surveys
- Hosted SaaS

Benefits

- Seamless communication
- Better tracking and reporting
- Increased productivity
- Centralized information
- High customer satisfaction
- Improved accuracy
- Product issue history

Date of publication: 11/09/2009



Hicks also needed a dashboard view for service technicians, a customer service portal where customers could manage tickets and access FAQs, and a customer support contract “with no ifs, ands, or buts.” He needed a hosted option, which would remove the need for back-up solutions, upgrades, and other maintenance. Lastly, he needed it all at a reasonable price.

Hicks considered a whopping 382 different companies. “I knew that a common problem is to jump on board with a big piece of software,” Hicks recalled. “You start to use it, get six months into it, then come up against a requirement that the software can’t meet. The manufacturer will tell you that major, costly, time-consuming modifications are necessary. I really wanted to avoid that, no matter what.

“After my detailed search and a personalized demo that showed how flexible the software was, I was confident that I wouldn’t have any such problems with Agiloft. Plus, the hosted solution and price really made it ideal.

Agiloft offered a tremendous value for the money. I loved its flexibility and was deeply impressed by how much you could do with it, even creating whole new applications from scratch.”

Agiloft Solution

Hicks started with Agiloft’s Customer Support solution using the Software-as-a-Service (SaaS) option. After a five-day training class, he was able to customize the product and get it up and running by himself. It only took him about 60 hours.

“Agiloft’s hosted solution is ideal for us. We never have to worry about database and operating system upgrades or backups. And with the cost, it can’t be beat.”

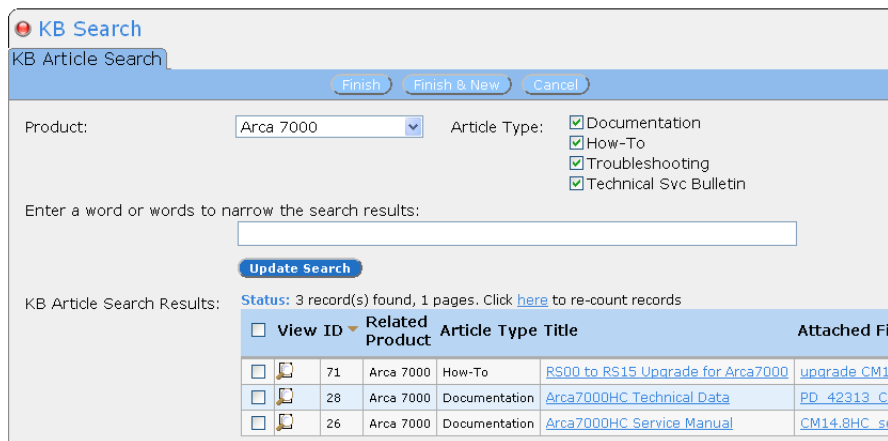
— Tim Hicks

Since the initial implementation, Hicks has added customizations and enhancements. As illustrated in this screenshot, he now limits customers to searching for KB articles only for the products they’ve purchased.

He noted that, without coding, “I don’t think it would have been possible to develop that with other vendors.”

He also added customer satisfaction surveys,

performance metrics which provide weekly reports, and other changes. Customization often took him as few as 10 minutes. When he wasn’t sure how to add a feature, he got help from Agiloft’s support staff.



Benefits

- **Seamless Communication** - "Agiloft is all about communication," Hicks said. "By having this seamless communication method that keeps everyone linked in, we're managing our support engagements and requirements in ways we never could before."
- **Tracking and Reporting** - Thanks to business rules, performance metrics, and weekly reports, ARCA can now make sure that it follows up with customers in a timely fashion.
- **Increased Productivity** - With Agiloft, Hicks is able to more easily balance the service technicians' workload and identify areas where they need to focus. As a result, the support staff is much more efficient.
- **Centralized Information** - Because ARCA centralized its customer information, it can now handle tickets and information even when specific personnel are out of the office.
- **Customer Satisfaction** - According to Hicks, "You can talk all you want about how much time you're saving, but the bottom line is, are your customers happy?" ARCA's new system helped them reach this goal. Customers call its user interface "world class," and the average satisfaction rating on all customer surveys is 9.88 out of 10.
- **Improved Accuracy** - Service technicians no longer need to rely solely on notebooks and tribal knowledge when handling cases. Instead, all necessary facts, including case histories and product problem reports, exist in the system.
- **Product Issue History** - Because ARCA has a history of customer cases, its employees can now look up what happened with individual tickets and follow up appropriately. Furthermore, data from the most frequently reported problems are driving product improvements.

"Whenever there was something I couldn't figure out, I would ask Agiloft, and the implementation was always easier than I'd expected."

— Tim Hicks

Let Us Show You

What Agiloft has done for ARCA, it can do for you. We can show you. In a matter of hours, we can set up a custom demo of your toughest business process as proof that Agiloft really can meet your needs. Just give us a call.

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