

Firm Transforms Global Customer Support with Online Meetings

Executive Summary

Customer Name:

Superstructure Group

Industry:

Computer software, aviation, and risk management

Location:

Wellington, New Zealand

Number of Employees:

25

Challenge:

- Engage with customers and prospects worldwide while reducing travel
- Resolve customer support issues more quickly and effectively
- Increase customer satisfaction and highlight value of products and services

Solution:

- Online meetings offer easy access and collaboration for global customers and prospects
- Web-based demonstrations highlight full capabilities of products and services
- Application sharing enables support staff to discover system problems rapidly

Results:

- Tripled customer base in three years without hiring additional support staff
- Reduced time spent troubleshooting issues
- Cut number of support calls by a significant margin

The Superstructure Group uses web-based applications to triple customer base without hiring additional support staff.

Challenge

The Superstructure Group is a leading provider of technology products and consultancy services for the security intelligence, corporate surveillance, fraud investigation, aviation safety, and risk management industries. Designed to help companies analyze information and intelligence, the company's software products and services allow businesses to mitigate risk more effectively while enhancing operational efficiencies.

With customers located in Asia, Brazil, Iceland, North America, Africa, Europe, and other locations, Superstructure faces global demands in providing technical support to its clients. "Support is an integral part of our service offerings," says Ted Thomas, chief executive officer of the Superstructure Group. "Our business depends on providing fast, effective support that allows our customers to fully utilize our software and get the maximum benefit from their investment in our technology."

To resolve customer support issues more quickly and increase client satisfaction, Thomas and his team needed a technology solution they could use to provide cost-effective remote support to clients located around the world.

Solution

Before implementing Cisco WebEx technology, the Superstructure Group was using GoToMyPC but found that it offered limited capabilities. When the firm's IT staff began exploring Cisco WebEx technology, they found that it was exactly what Superstructure needed: a secure web meeting solution for product demonstrations, document and application sharing, and collaboration with remote staff and customers.

Superstructure now uses WebEx Support Center to troubleshoot and resolve issues for its global customers, allowing the company to offer faster, more effective assistance. "With WebEx solutions, we can view and control remote computers securely anywhere in the world, eliminating the need for multiple emails and phone calls back and forth," Thomas says. "WebEx technology makes the entire customer support process quicker and easier for both our customers and our staff."

Superstructure also uses Cisco WebEx online demonstrations not only to showcase the company's products and services, reducing the need for travel early in the sales cycle, but also to conduct online design workshops and evaluation sessions. Because WebEx technology allows clients to share their opinions in real-time during these meetings, the firm can readily incorporate valuable customer feedback into its product designs.

In addition to providing remote support and web-based sales demonstrations, Superstructure uses WebEx Meeting Center for internal staff meetings. “Our design staff is located in Brisbane, Australia, and needs to communicate frequently with the executive team in New Zealand as well as with staff in our UK office,” says Thomas. “With WebEx technology, the distance that separates our offices is a non-issue. We can collaborate online just as well as we could if we were all in the same location at the same time.”

“WebEx technology has not only helped us resolve customer issues more quickly, but we’ve also been able to triple our client base in three years without adding support staff.”

— Ted Thomas, chief executive officer, Superstructure Group

Results

Cisco WebEx technology has become an integral part of The Superstructure Group’s customer service and support program, allowing the company to improve its customer responsiveness and accommodate a significant increase in new customers without hiring new staff. “WebEx solutions have transformed the way Superstructure interacts with customers,” Thomas says. “WebEx technology has not only helped us resolve customer issues more quickly, but we’ve also been able to triple our client base in three years without adding support staff.”

As Thomas also points out, the company’s ability to deliver highly interactive online product demonstrations has played a key role in Superstructure’s tremendous growth. “With WebEx solutions, we can offer support services and product information to customers in 45 countries without investing in travel,” says Thomas. “WebEx technology allows us to operate on a truly global scale and pursue new business opportunities anywhere in the world.”

Next Steps

In the future, the Superstructure Group plans to expand its use of WebEx technology to offer more customer training sessions to show customers how to use Superstructure products more effectively within their organizations. “We’ve been thrilled with the results we’ve seen from using WebEx solutions, and we’re excited to see how the technology can help us continue to grow our business,” Thomas says.

For More Information

To find out more about Cisco WebEx, go to <http://www.cisco.com/web/products/WebEx/index.html>.

Product List

Cisco WebEx



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV
Amsterdam, The Netherlands

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