

# Customer Service Reaches New Heights



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Just as Information Builders' cutting-edge business intelligence (BI) and integration solutions aim to enhance information sharing and collaboration among users, its Customer Support team aims to leverage the recent explosion of interactive Web-based applications to deliver more useful customer support. Our team has achieved stellar results with customer interfaces, including the Focal Point online community for developers and our *InfoResponse* Premium Survey.

## Focal Point Enhances Information Sharing

Focal Point is a free interactive network of more than 4,500 developers who collaborate on solutions and share tips and techniques for using WebFOCUS and iWay Software. We invite all customers to participate in Focal Point by sharing product information, programming techniques, and user experiences. This information sharing leads to quick resolution for even the most unique issues.

The Customer Support team has a full-time moderator who monitors the Focal Point board daily, answering queries, posting new topics, and leading discussion. In the past year Focal Point has grown into a formidable resource that includes more than 2,400 topics and 17,000 posts. That growth is expected to continue as more customers participate. We are close to having the forum be completely self-supported so it fully reflects the issues that Information Builders' user community cares about the most.

## Taking Support Beyond Issue Resolution

At Customer Support, our job doesn't end when your support issue is resolved. We take our customer interactions very seriously and to reduce your need for support and increase the speed with which we solve issues, we routinely review opened support cases. The team then works directly with the Customer Education and Documentation Services departments to better understand where customers are having issues – whether it's product usage or interpreting user documentation. In this way we are able to continually improve user documentation and target customer education classes to the areas that lead to the most calls. The result is better-informed customers and quicker response times – a win-win for everyone.

### InfoResponse Survey Leads to High Satisfaction Rating

Based on responses to the InfoResponse Premium survey, Customer Support has implemented two new procedures to provide more timely feedback on outstanding new feature requests and decrease initial response times on new cases.

Account Support Managers (ASMs) created a system that prioritizes new feature requests. It has effectively increased the number of new features that have been implemented and has helped set targets for getting new features into future releases. The ASMs also created a report to track response times on new cases and alert them more frequently on cases due to expire. E-mail alerts now go out every 15 minutes a case is open without a response. With these new systems in place the support team has considerably improved its customer satisfaction rates.

### Customer Support Services At-a-Glance

- **InfoResponse support services** connects our customers to knowledgeable specialists via the Web (online and user forums), e-mail, or telephone for prompt, reliable support anytime, anywhere
- **Our self-service Web interface** empowers customers with an easy-to-use portal for access to relevant information around the clock
- **Regular documentation updates** guarantee that the more than 4,000 new documents added each year are relevant to your needs
- **Direct on-site support** is available for all cases
- **Three global support centers** in New York City, Amsterdam, and Melbourne means support is always available

For more information on Information Builders' customer support services, visit [informationbuilders.com/support/index.html](http://informationbuilders.com/support/index.html). 🌐

