

# CYSCOM HELP DESK APPLICATION

## Overview

Cyscom Help Desk solution is a ready to use product that offer the levels of easy of use, flexibility and scalability that customers look for in a Software-as-a-Service solution.

In these years of increasing competition, improving customer support and service is both a business and technology priority for nearly all companies. Additionally, the initiative to provide faster and more efficient customer service is common to companies in all industries and all sizes.

How important are the following issues for your company?

- ◆ How will I drive customer service more effectively in the coming years?
- ◆ How will I assign, manage and escalate my cases to serve customers better while also reducing operational costs?
- ◆ How will I give everyone that interfaces with the customer—sales, support, service and fulfillment—access to complete, key customer data in real time?

With Cyscom Help Desk, you benefit from an innovative solution that focuses on improving online customer support and service, attracting new customers and keeping existing ones, and lowering your customer care costs—all of which result in better top and bottom lines.

Best of all, Help Desk manages customer support data in one, powerful, fully integrated and extensible system that is easily customizable to a business user's requirements.

### Key customer support and service features

- ◆ Case Assignment, Management & Escalation
- ◆ Online Customer Center (Self-Service)
- ◆ Knowledge Base
- ◆ Support, Service and Time Tracking

### Case Assignment, Customer Support Management, and Escalation

Making the shift from a product focus to a customer focus is key to your success. Only by addressing customer needs quickly and efficiently can you reach and keep more customers. That's why effective case assignment and customer support management are top priorities at customer focused companies.

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With Cyscom's case assignment functionality, you can assign, manage, route and resolve customer support cases across your diverse communication channels, including phone, fax and Web. Automated case management and e-mail notification also ensure that everyone stays in the loop, and consequently, that the customer receives world class service and support.

### Benefits:

- ◆ Reduce costs and improve workflow by automating the business processes associated with customer support case assignment, management and escalation.
- ◆ Route cases intelligently, enabling fast, efficient prioritization of all your customer support cases.
- ◆ Save valuable time by giving the support team all the information needed within a single, powerful application.
- ◆ Meet the requirements of your support agreements and give customers the world-class service that will lead to longer, more profitable relationships.

### Features:

- ◆ Respond to customer cases across a variety of channels, including e-mail, phone, fax, or other channels.
- ◆ Log and analyze e-mail communications in order to better serve the individual customer—and future customers.
- ◆ Send an automatic reply to customers confirming the receipt of the e-mail, along with a case number.
- ◆ Route and track support cases according to product, issue, case type, partner or customer, assigning customers an expert in each area to resolve their problem
- ◆ Notify customer service reps when a customer support case has been assigned to them, and enable them to view the complete customer record.
- ◆ Escalate more complex cases to managers or technical experts for quicker resolution.
- ◆ View escalated support cases as part of reports and statistics, giving customer support representatives the ability to analyze this data with a simple click
- ◆ Keep service representatives up to date by notifying them whenever changes are made to their cases by notifying them when someone changes the priority or status on a case.

## Online Customer Support Center (Self-Service)

Self-service customer support centers provide a customer dedicated portal site where communication to your customers gives them a way to post service issues, view/edit contracts and projects changes. The self-serve site lets you stay open for business 24/7, around the world. Moreover, it delivers a high-quality experience for customers while reducing your cost of customer care.

With Cyscom's Help Desk application, you provide your customers with highly personalized, interactive service via the Web. Your customers will be able to receive answers to their questions, submit support issues, or query your knowledge base. And with an open line of communication and a range of self-service options, you'll boost customer satisfaction as well as long-term retention—both of which translate into greater profits.

### Benefits:

- ◆ Stay open for business 24/7 around world, while providing cost-effective self-service options to your customers.

- ◆ Allow customers to report a problem, or request information, with a simple e-mail, simplifying case creation and expediting customer requests.
- ◆ Customized content enables you to create a true one-to-one marketing platform. You can also publish information to specific customers, or to entire groups of customers in order to drive your message more effectively.

### Features:

- ◆ Customers can enter tickets directly by logging onto your site, rather than calling or e-mailing you.
- ◆ Password-protected access to key customer support tools
- ◆ Knowledge Base articles give customers the information they need, when they need it.
- ◆ By accessing content that's been customized just for them, customers can be ensured of getting the most relevant support documentation.
- ◆ After a service request has been made, the system automatically sends customers a confirmation of receipt and a case number.

### Knowledge Base Articles

Self-service has become a key strategy for businesses that seek to solidify relationships with their customers who have come to expect highly personalized applications that let them accomplish tasks such as researching products or services 24/7 from anywhere.

Using Cyscom Knowledge Base, companies can tap into a host of benefits provided by customer self-service. They can achieve greater efficiency, higher customer satisfaction, and lower customer service costs by reducing call center activity that requires manual handling and routing.

Cyscom's unique content management system allows you to consolidate organizational knowledge by unifying and re-using content that are currently locked into disparate systems and user PC's.

### Benefits:

- ◆ Give customers and partners 24/7 access to customer service at a much lower cost than staffing your phone lines round the clock.
- ◆ Leverage your existing support documentation to help customers get the answers they need, when they need them.
- ◆ Create a knowledge base suited to the needs of your business and its customers, organizing content according to different levels of topics and solutions.
- ◆ Empower service reps with a complete knowledge base, enabling them to trouble-shoot customer problems quickly and easily.
- ◆ Turn generalists into experts with the right information and tools

### Features:

- ◆ Organize information into different types and levels of topics and solutions.
- ◆ Auto-classify information and content originating from emails, documents and files according to topics and solutions

- ◆ Give service reps access to a complete knowledge base, enabling them to respond faster to customer issues and reducing the learning curve when bringing on new reps.
- ◆ Enable service reps to ramp up more quickly on new issues.
- ◆ Publish specific portions of the knowledge base for different customers and partners.

### Support, Service and Time Tracking

Streamlined time tracking results in improved client management and record keeping. With streamlined support, service and time-tracking processes, organizations can dramatically simplify their billing processes.

For example, if you need to charge for technical support on a per-minute/hour or day basis, or track the time your service professionals spend with a given client, Cyscom Help Desks provides a new level of efficiency and accuracy. You'll never again have to manage time off-line, because Cyscom ties time tracking directly to the customer record.

#### Benefits:

- ◆ Keep accurate customer records by managing time within your Help Desk system.
- ◆ Streamline your time tracking, consolidating it for reporting to accounting for billing.
- ◆ Record both reimbursable and non-reimbursable time in order to understand how your team is apportioning time to serve your customers.

#### Features:

- ◆ Record the time spent on cases, tasks, and events.
- ◆ Approve time your team spent per case.
- ◆ Record approved time to pass to accounting for billing.

### Implementation

Cyscom's Help Desk application is provided as a hosted on-demand service, allowing you to trial the solution on a low-risk, no-cost basis to gain a rapid insight into how this powerful and easy-to-use solution addresses the management of your customer support activities, employee and team performance.

Further, as part of Cyscom's Application Business Catalog, Help Desk can be further extended with additional applications such as Contract Management, Project Management, Salesforce (CRM), Knowledge Management and Information Lifecycle Management.

**Only Cyscom gives you a single access point to the exact information your customer support team need to effectively manage, monitor, control and manage support and service activities.**

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