

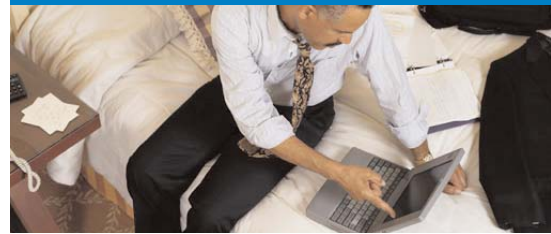


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– Leonard Klejnow, Business Development Director, Generix

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Generix reduces customer resolution time by 50% and improves customer support levels with WebEx Support Center



INDUSTRY
High-tech

WEBEX APPLICATION
Support Center

SUMMARY

Generix chose WebEx as a remote support solution for its software applications. The implementation has led to improved customer support, reduced resolution times and also an increased marketing reach.

ABOUT GENERIX LTD

Line of Business

Generix distributes and resells CONNX Middleware providing direct data access to both legacy non-relational database and current relational databases. The Data Synchronisation facility keeps Data Warehouses current.

Headquarters

Batley, United Kingdom

Number of Employees

9

WebEx Customer since 2004

Generix Limited, headquartered in the UK, is a European distributor of middleware connectivity tools. As a distributor, Generix has responsibility for ensuring successful evaluations and implementations with both partners and its end users. It has customers in most European countries, including some pan-European installations.

Generix's customers use a tool called CONNX to access their relational, non-relational and legacy Enterprise data, often providing direct web access to their systems. This enables them to integrate with current and future technologies, and thus improve the service they offer to their users and customers.

The Challenge

Generix prides itself on responsiveness and getting things done. As a European distributor, it wants to be close to its market and customers and provide pre- and post-sale assistance in a responsive manner in the local time zone. The challenges are geographic distance from some customers, cost and availability of travel and in some cases possible language barriers.

The middleware that Generix resells is frequently used in complex environments. Most installations have unique properties and as such it is important to understand and accommodate these. Traditionally, it had worked with a questionnaire, written installation instructions and then telephone support. If the customer encountered problems then it could be complex to diagnose and would require information to be sent back and forth. This extended the time taken and could lead to the evaluation time running out

with little to show. “Site visits are not always a realistic proposition for us, especially as we take a wider European brief, nor do they provide the responsiveness required”, explains Leonard Klejnow, Business Development Director.

To address this challenge, Generix was looking for a remote solution that would allow its engineers to see what its customers were seeing in real-time, allowing them to provide hands-on demonstrations and technical support more efficiently, while at the same time reducing the need for face-to-face visits or drawn-out telephone interactions.

In addition to resolving its remote support challenge, Generix needed a solution that would meet numerous technical requirements. First, its customers often deal with confidential and sensitive information, so it required a secure solution with a secure authentication process. Secondly, Generix needed to consider the set-up, as many customers were reluctant to let its engineers install software on their computers. Finally, it wanted a scalable solution, which would allow multiple users to access a session, allowing for flexibility in the support session environment.

The Solution

“We decided to investigate remote support services. We looked at a number of products including client-based solutions, but none of them offered the flexibility or security we required. Whilst speaking with customers and suppliers, one name kept cropping up... WebEx. We decided to investigate it and were impressed with the performance and the levels of



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– Leonard Klejnow, Business Development Director, Generix

security it offered,” says Klejnow. WebEx Support Center enables businesses to hold virtual support sessions, allowing support representatives to view and control customers’ desktops remotely. This means that Generix engineers can talk customers through any problems they may come across. In areas where the customer cannot be shown how to solve the problem, Generix engineers can rectify performance and configuration issues remotely.

WebEx is an online meeting service with a small IT footprint, demanding only the download of a small client, which will be installed automatically and only once. Furthermore, it operates from its own dedicated MediaTone Network, which runs parallel to the internet. No meeting content is ever stored on the WebEx cluster - information sent via WebEx is only switched. WebEx sessions are therefore more secure and reliable than those of its server based competitors. In addition, because it works through standard HTTPS with the secure SSL port 443, Generix does not have to worry about firewall compatibility with its customers, as port 443 is the standard SSL browser port. Support Center also enables permission based access and allows Generix’s customers to have ultimate control because they can decide which applications they want to share making all other applications on the desktop invisible to the audience. This is a vital feature for many of its customers, giving them secure and confidential environments.

The company was also impressed with the support WebEx offered to its customers. “The technical support we received from WebEx was first class. We had some issues initially with the SSL. After a quick call, the WebEx support team had us up and running again in a matter of minutes,” Klejnow comments.

The Benefits

WebEx has allowed Generix to go beyond the typical telephone response. “We were spending so much time on the phone trying to understand and identify customers’ problems. Since we’ve installed WebEx, our customers have been able to show us exactly where the problem lies,” explains Klejnow. Engineers have the added benefit of being able to invite remote colleagues with different expertise into the WebEx meeting if necessary, providing additional support while presenting a seamless front to customers. The installation process has also been improved, with Generix engineers able to ensure customers are set-up correctly right from the start, reducing the number of post-installation support instances. “As a result,” says Klejnow, “our resolution times have decreased dramatically by over 50%, and customer support levels have gone up accordingly.” Generix estimates 85% of its support calls are now handled via WebEx.

The increased capacity of CONNX engineers has also enabled Generix to increase its focus on pre-sales work, which is another area where WebEx has provided benefits. Using the same technology, it can give remote demonstrations of its software to sales prospects, walking them through the intricacies and features of the product before they purchase. The process speeds the sales cycle and increases the reach of the company. “With WebEx we can now pursue European business which would otherwise not be cost-effective to entertain”, says Klejnow.

Previously, to demonstrate the software to a customer 150 miles away would cost about £120 in mileage and five hours travelling, allowing no time to achieve another meeting. To visit customers even further away would

incur extra costs from flights and accommodation. With WebEx, Generix can perform more demonstrations per day without leaving the office, and use the extra time to concentrate on other activities. In addition, the performance of sales representatives benefits from spending less time on the road, meaning they can be more responsive to ad-hoc requests.

The flexibility of WebEx has also had some other unexpected benefits. Remote access to the customers’ desktop means consultants can transfer customer files for analysis. “We have found that we can provide hands on training to customers. This has had an immediate benefit to them because it has reduced the cost and enables them to get working right away. The benefit to us is that we reduce the telephone queries we receive and have happy customers”, Klejnow comments.

The Future

Although already using Support Center to give online product demos, in the future Generix will explore using WebEx Sales Center, a WebEx solution that is integrated with customer relationship management and sales force automation applications, designed specifically for sales professionals. “Some prospective customers find it difficult to understand how our products work without seeing them in action,” Klejnow adds. “We plan on investigating Sales Center, which should allow us to further compress the sales cycle through a dedicated and more professional environment. As an expanding business, we believe the less time that our sales people spend on the road, the more time they will have in the office making sales. This can make a huge difference in our ability to grow and expand our business reach.”

HIGHLIGHTS

- Generix has drastically improved its customer support offering, reducing support resolution times by 50%
- The company is also using WebEx to train its customers on how to use its software, reducing the number of technical support cases
- Productivity increases from using WebEx have allowed Generix’s consultants more time to focus on sales. Now they use WebEx to give remote presentations and demonstrations, decreasing the sales cycle

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