ISO*dx*®

ISOdx Helps RouteSmart Take Client Support to the Next Level

The Situation

RouteSmart Technologies, a world leader in the field of route optimization software for the newspaper, postal, public works and utility industries, wanted to become quicker and more proactive in serving customers. Client satisfaction and retention was a primary goal. "The one thing we can't give a client back is time," said Director of Client Services Brad Cox. "Our clients have increasing demands for support, but also constrained budgets and resources. Their world is in transition, and they need additional automated processes to support their mission-critical operations." They conducted a study and determined their clients' most valued ROI was reliability and rapid solutions. "We wanted to provide a customer experience that was predictable, intentional, valuable and differentiated in the market," Cox added.

The Solution

RouteSmart Technologies developed a two-pronged approach to meet their goal—involving both process and technology. First was the development of their Client Reach Out Program (CROP), augmented by a unique package of value-added services and deliverables. CROP contributed to an increase in maintenance revenue of 7.5 percent—and an increase in gross revenue of nearly six percent.

RouteSmart also researched technologies to bolster proactivity and selected ISOdx as the foundation for its RouteSmart Enhanced Virtual Support (REVS) solution. Their research was based on the fact that 80 percent of issue resolution time is spent trying to identify the cause... and 87 percent of all issues result from planned or unplanned change.

ISOdx enabled RouteSmart Technologies to solve customer support problems a documented 92% faster.

Because of ISOdx, RouteSmart Technologies was able to do more with less, and enhance staff productivity that previously would have taken an additional nine employees.

The Results

Powered by ISOdx, REVS isolates changes in client routing systems by taking a snapshot of each RouteSmart machine. The snapshots are transmitted via HTTPS to RouteSmart's secure collector server and compared with previous snapshots via the REVS Portal, empowering the RouteSmart support team to quickly identify change and deliver more efficient troubleshooting. Using ISOdx, RouteSmart Technologies was able to reduce its mean time to problem resolution by an astounding 92 percent for mission-critical automated routing support incidents. They experienced transformational CSAT results immediately. Customer satisfaction rankings directly related to the REVS program jumped from a rating of 86 to 95 in just one quarter, and thereafter to a documented 98.

ISOdx: The Fastest Way to Resolve Technology Support Problems

Internal Business Benefits Beyond Results

"Although we've seen positive revenue impact from our investment in this technology and our new services, we're most pleased to see such a dramatic cut in costs," Cox explained. "Our support staff has more time to focus on strategic issues instead of chasing problems. The customer satisfaction quotient is a palpable upward swing. Because ISOdx has provided us with the capability to be proactive, we often can identify an issue before it ever impacts one of our clients. Our Level 1 support staff is able to handle most issues that previously were elevated to Level 2 people. ISOdx has helped us differentiate our brand in the marketplace."

As for customer support, Cox claims ISOdx rivals RouteSmart in that arena. "We have never received the level of customer support from any other vendor equal to what ISOdx provides. They have been totally responsive and helpful at every juncture, and a true partner in our success."

About ISOdx

Designed by support experts for support experts, ISOdx is the first and only proven software tool to proactively harness the power of change isolation for the fastest resolution of technology support issues. ISOdx advanced diagnostics gather data before issues arise and puts critical information at a support team's fingertips before the customer's first call. Using ISOdx, you can deliver unprecedented support by drastically reducing the time required to solve problems in any area of your customer's technology environment. Customer satisfaction rates have been proven to rise more than 300 percent, and Mean Time to Problem Resolution a documented 92 percent.

ISOdx is a change isolation product designed to help tech support teams instantly pinpoint, to the character level, changes made to a customer's technical environment, reducing the diagnostic process from hours to minutes. The proactive angle here is that the system can automatically scan all customer implementations for any sign of known errors, or configuration problems, allowing tech support to fix the problem before the customer is impacted.

According to Gartner, 87 percent of support calls are generated by infrastructure changes, and 80 percent of the time required to correct the problem is spent FINDING the issue. ISOdx slashes the time consuming search cycle by allowing you to immediately pinpoint changes.

80% Finding Issues

20% Solving Issues
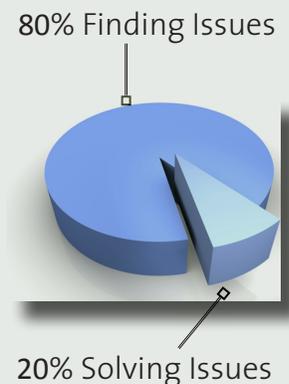
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ISOdx helped RouteSmart Technologies reduce their cost per incident by 75%.