

»» Instant Customer Support



Financial Resource Management specialist Bottomline Technologies is using LANDesk® Instant Support Suite Pro to give unprecedented levels of service and support to its customers. The company is also realising impressive cost savings, allowing them to recover their cost of purchase in just over one month.

Focus on customers

Bottomline Technologies is a leading provider of Financial Resource Management (FRM) software and services. Its comprehensive offering includes applications for payments management, electronic invoice presentation and automated collections. It is currently helping hundreds of customers to migrate to BACSTEL-IP, the new way of sending files to BACS (Bankers Automated Clearing Service). Formed in 1989, Bottomline is now a global organisation with more than 350 employees. With a European headquarters in Reading, UK it supports 5,500 customers worldwide.

Bottomline has an unwavering focus on improving customer support. In the summer of 2002 the UK division began to investigate how more helpdesk enquiries might be resolved remotely, without recourse to a site visit from a Bottomline engineer.

Paul Nott, FRM Implementation & Support Manager for Bottomline, said: "The typical phone scenario was that we had taken a customer through a number of paths to fix a problem but would eventually reach a point where, without seeing what was actually wrong, we couldn't do any more. The customer would then have to wait for an engineer to visit on-site. It was inefficient and costly, with a visit usually eating into an entire day."

Hassle-free remote solution

What Bottomline wanted was the ability to remotely diagnose and solve customer problems on servers, PCs or laptops – without the need for those customers to purchase or install additional software. Bottomline found that solution in LANDesk® Instant Support Suite Pro.

Following a meeting with LANDesk Software at an exhibition in June 2002, Paul Nott was keen to get his hands on the solution, so he signed the company up for Beta trials starting in December of that year.

Business Needs

- Reliable and secure remote problem resolution to help Bottomline service customers around the world

Solution

- LANDesk® Instant Support Suite Pro

Business Benefits

- Solving problems remotely saves time by eliminating costly on-site visits
- Temporary, self-removing agent software minimizes user disruption
- No need for customers to purchase additional software or alter firewall settings
- Secure, easy-to-use solution delivers positive return on investment within one month



“The capabilities of the solution are incredible.... You don’t have to deploy client software, it works over any Internet connection, it’s extremely simple to use, and it’s paid for itself over and over again in only a few months.”

PAUL NOTT

FRM IMPLEMENTATION & SUPPORT MANAGER

BOTTOMLINE

During those trials, Bottomline attempted to test the solution to its breaking point. The team used a variety of underspecified machines running diverse operating systems, and also tested the solution using dial-up, ISDN, broadband and leased line connections.

They found no major issues and the company moved quickly to full implementation.

At Bottomline, the LANdesk Instant Support Suite Pro solution resides on two Dell* 1U racked servers. One server, running LINUX*, acts as the SSL session broker and the other, running Windows* 2000 Server, handles the web publishing and database. The machines are standard server grade machines with PIII 1.3Gb processors and 1Gb of RAM. Both have UPS and mirrored RAID array disk controllers to maintain performance and availability.

Rapid implementation

Bottomline was extremely impressed by the speed and ease of implementation, with the rollout handled by its internal IT staff and completed in only two days. The company’s helpdesk staff now use LANdesk Instant Support Suite Pro to support customers remotely, taking over a user’s desktop temporarily in order to diagnose and fix a problem. The solution is made available over a secure Internet connection to Bottomline customers with a Web browser and access to the Internet.

Paul Nott said: “A really impressive thing about LANdesk Instant Support Suite Pro is that you don’t have to install anything on the client side beforehand and customers don’t have to mess about with their firewall settings. Users simply go to the specified Web site while they are on the phone and the software is quickly and rapidly installed. It is then automatically uninstalled once the session ends. This saves an awful lot of time and hassle. It is also comforting to users because disruption is kept to a minimum.”

To initiate a support session, Bottomline directs a customer to a URL on its Web site which has to be manually keyed in by the customer. Then a ‘welcome’ screen prompts the visitor for a unique user name and password. Following that, software is temporarily installed on the desktop and Bottomline begins remote support. In general, the process takes about two minutes on a first visit, but less than 40 seconds for any subsequent session, because the user is familiar with the process.

Positive impact on customer satisfaction

The fact that Bottomline can resolve issues in significantly less time than before is having a huge impact on customer satisfaction, and feedback has been tremendously positive. In particular, Bottomline customers value the training potential of the solution. With a Bottomline helpdesk person able to draw arrows and prompts directly onto the customer’s screen, take control of the customer’s computer when necessary to step through processes, and exchange documents simultaneously, LANdesk Instant Support Suite Pro is being used by Bottomline to empower their customers to help themselves.

This is great news for the individual customer, and even better for Bottomline, which is seeing a reduced number of simple repeated user errors. Consequently this is

freeing up helpdesk staff to focus on more complex calls. In addition, processes for calling out engineers to fix problems on site have been simplified and streamlined.

Cost effective, easy to use

“The capabilities of the solution are incredible,” said Paul Nott. “In our experience, there is not another product on the market which has the features and the ease of use of LANdesk Instant Support Suite Pro. You don’t have to deploy client software, it works over any Internet connection, it’s extremely simple to use, and it’s paid for itself over and over again in only a few months.”

Rapid return on investment

Paul Nott explained: “The total upfront cost of the solution was just under £10,000 for two servers, three licences and the LANdesk Instant Support Suite Pro. We are saving 10 engineer visits each month as a result of the solution. With a direct cost of £300 for each visit, this gives an immediate saving of £3,000 each month. Then there are the savings associated with our engineers spending more time on revenue-generating work. We estimate these indirect cost savings at between £10,000 and £30,000 each month.

“Our original estimates have certainly been borne out by the first few months of operation, and we have already achieved a return on our investment. In fact we estimate that we achieved a positive ROI in only one month.”

In the near future, Bottomline intends to work with its US team to cut the cost of offering UK evening support by rerouting support calls to the US after 6pm. Thanks to LANdesk Instant Support Suite Pro, the US team will be able to perform the same functions as the UK team and customers will enjoy the same level of service. By way of a reciprocal gesture, the UK plans to purchase additional Instant Support Suite Pro licences for the US team to enjoy LANdesk Instant Support Suite Pro for themselves.

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