

# STS - Communications Case Study

**STS has implemented Achiever CRM, Achiever Help Desk and Achiever Anywhere.**

## ***The Company***

STS is an ISO9001 accredited leading nationwide provider of Network and Communications solutions.

The company has over 10 years experience in a wide range of design and implementation strategies, with a specific focus on convergence, LANs, WANs and structured cabling. STS also provides a full range of complementary skills in Network Security, Wireless, Maintenance, Remote Diagnostics and Professional Services.

## ***Background***

STS had been using Contact 2000 (Achiever CRM's predecessor) for seven years when it was decided that a new CRM product was required that would provide STS with the functionality needed to move forward and grow. STS needed a product that would not only drive the sales and marketing departments, but also allow support tickets to be logged, viewed and closed both in the office and when at a customer site. It also wanted customers to have the ability to query any outstanding logs or publish new logs directly onto the database themselves.

Although Achiever Software had been the supplier of the initial software, STS decided to keep an open mind and to view a number of CRM products as well as Achiever CRM to ensure it purchased the product that was the 'best fit' for the company. After numerous demonstrations and visits from other CRM vendors, STS confirmed their suspicions that Achiever CRM was the best product for them, having everything they required for their present way of working and any future plans.

When asked what it was that made them continue to work with Achiever Software, Andy Dayman (STS Sales Director) responded, 'putting the functionality of the system to one side, we've been using the previous software for seven years so we know it's robust and stable. But it was the people at Achiever that made the difference. We were also going to have to migrate our data into the new system and as we knew Achiever had successfully carried out data exercises for us in the past we knew we could trust them. In addition, we noticed a real difference between their sales approach and the others. Achiever Software took a consultative approach to sales and by doing this I felt that they had a very good understanding of our requirements and what we were trying to achieve. This information was obviously passed on to the consultant, trainers and project manager as we have had an extremely smooth implementation and the system that we asked for.'

'We have always found Achiever a professional company to work with.'



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## **The Project**

Achiever Software's remit was to replace the incumbent system and configure the system for the sales, marketing and help desk departments in line with STS's new requirements. The next stage was to migrate the data from existing systems ready for go-live. Stage 2 of the implementation involved the set up of a Customer Portal for live and secure access by nominated external parties.

Three areas that have already made a huge difference to STS are workflow; help desk and the customer portal.

## **Workflow**

Andy Dayman said, 'Achiever workflow adds another dimension to our ISO9001 procedure. Workflow has been added for all sales, marketing and help desk procedures to ensure that the correct information is being recorded for reporting purposes.'

'For example, as quotations are added, workflow is used to prompt sales, technical and operations that paperwork needs to be checked and authorised. Once this is done, only then is an order created, thus ensuring all orders have the required components. And once the order exists, further workflow prompts project managers and other staff to begin their tasks, whilst at the same time emailing the customer to notify them of the stage that their order has reached. Not only does the workflow provide tasks and reminders for the project managers, engineers and other users, it also creates escalation alerts if tasks aren't carried out in a set time. By doing this, users know what tasks need to be done, work is completed faster and ultimately our customer perception and service has improved.'

## **Help Desk**

STS's help desk department is run over several sites, and a solution was required that could be accessed and run out of all offices, as well as give engineers the ability to access and close logs from customer sites. Service level agreements needed to be created for all customers and escalation procedures put in place. STS also needed the ability to notify customers when a log had been resolved and what the resolution was.

When asked how the helpdesk users viewed Achiever Helpdesk, Andy Dayman stated, 'they've embraced it as it's made their jobs easier to do. Engineers can close logs out on site so it means that information is as accurate as it can be and more logs are being closed.'

## **Customer Portal**

Achiever Anywhere (a .net application) gives STS customers the ability to log into the STS database and view their customer record. Customers now log into the database via the Internet and can review their outstanding logs and create further logs if required. Again using workflow, the STS user is notified that a new log has been created through the customer portal, so work can begin on resolving it immediately and no time is spent logging the initial fault report, as this is done by the customer.

[www.achiever.co.uk](http://www.achiever.co.uk)

