



CASE STUDY

## Citrix Systems, Inc. (Preferred Support Services) GoToAssist Shrinks Incident-Resolution Time by 20 Percent while Promoting Customer Loyalty

Citrix Systems, Inc. is the global leader in access infrastructure solutions.

### THE CHALLENGE:

Every Citrix Systems customer is different. Yet, whether it's a small business or a large enterprise, customers need technical assistance with Citrix access infrastructure from time to time. Because Citrix provides technical support as part of a fee-based contract, the company seeks out tools and processes that accelerate and add value to the support experience, thereby driving customer loyalty higher. "Our lifeblood relies on satisfied customers," says Jason Ludy, knowledge center manager for Citrix Systems.

Because the company understands that customers paying for a support contract deserve fast, world-class support, the Citrix Preferred Support Services team recently adopted Citrix® GoToAssist™, the industry-leading remote-support solution developed by its managed-service division. In the first three months after deploying GoToAssist, the support team used it thousands of times to provide faster, higher quality issue resolution. "GoToAssist decreased our average time to resolution by 20 percent compared to issues resolved without using GoToAssist," says Ludy. Best of all, customers are enthusiastic about the experience. "Customer feedback about GoToAssist has been extremely positive. They love it."

### DIAGNOSTIC AND TROUBLESHOOTING TOOLS SPEED ISSUE RESOLUTION

Before the company deployed GoToAssist, support representatives needed to rely on the phone to troubleshoot issues. "Before GoToAssist, we had to have faith that the customer was doing exactly what you told them – we needed to walk them through the simplest things," recalls Ludy. Now the company's support representatives use GoToAssist during 23 percent of all support calls to resolve customer issues quickly and efficiently. GoToAssist includes powerful permission-based diagnostic and automatic troubleshooting tools that speed issue resolution. If necessary, the representative can securely view and share control of the

"Our customers definitely appreciate GoToAssist."

JASON LUDY

KNOWLEDGE CENTER MANAGER  
CITRIX SYSTEMS, INC.

### Key Benefits

- Be up and running within 48 hours – no additional infrastructure needed
- Reduce costs while improving the quality of service
- Increase customer satisfaction and loyalty
- Improve first-call resolution
- Measure success with comprehensive reporting functionality
- Experience total security, flexibility and scalability
- No end-user installation necessary
- Firewall friendly
- State-of-the-art security, proprietary compression technology and 128-bit end-to-end AES encryption

customer's computer to rapidly resolve an issue. The tools provided by GoToAssist have made a significant difference in the productivity of the support-services team. "I can't think of a single process improvement we've made that has had this much of an impact in this short of a time," says Ludy.

David Edrich, a support engineer at Citrix Systems, vouches for the faster issue resolution. "GoToAssist has definitely cut my call times considerably," he says. The diagnostics tools provide a wealth of information about the customer's environment without requiring effort from the customer. "With the click of a button I have all the information I need, such as installed applications and processes," he says. Edrich frequently utilizes the permission-based Remote Viewing/Control feature. "The best thing is to see the customer's computer yourself," says Edrich. For example, he recently utilized Remote Viewing/Control to fix a customer's computer while the customer looked on. "I recognized the issue immediately and resolved it literally within seconds," he explains. "I wondered how long would it have taken to resolve the problem if I didn't have GoToAssist."

#### GoToAssist Eases Pain of Escalating Complex Issues

Not only does GoToAssist provide faster issue resolution, the front-line support representatives need to escalate fewer issues to second-tier support and engineering teams. "There has been an improvement in the number of issues that are resolved during the first call – fewer cases are being sent to our offline support team," says Ludy. However, if an issue needs to be transferred to other

support teams, GoToAssist makes the process easier with the Session Transfer feature, he says. "Each support team can use GoToAssist to look at the real issue rather than reviewing a report and trying to reproduce the issue." The Session Recording feature also saves troubleshooting time and minimizes repeated calls to the customer. "Our engineers can review the recording and see the same problem the support representative saw the first time without needing to reproduce the issue," says Ludy.

#### Ease of Deployment and Management in a Secure Solution

Because GoToAssist is a managed solution, deployment and integration was seamless. "The simple deployment of GoToAssist has made my life easier," says Ludy. The company did not need to invest in additional infrastructure or IT resources, and the GoToAssist Management Center Web console provides advanced administration tools. "Everything is done for us, and the Web-based management tools are awesome," he says. The result is significantly lower cost of implementation and fewer operating costs. "Because GoToAssist is a managed service, we can avoid hiring at least one person for management," explains Ludy.

GoToAssist provides industry-leading security for all support sessions, such as end-to-end 128-bit Advanced Encryption Standard (AES) data encryption. Plus, GoToAssist's robust, hassle-free security does not require network modifications. "There is no firewall or server configuration of any kind," says Ludy. In addition, because all support tools are permission-based, customers feel assured

## Citrix Online

### A Division of Citrix Systems, Inc.

5385 Hollister Avenue  
Santa Barbara, CA 93111 USA

### Product Information:

[www.gotoassist.com](http://www.gotoassist.com)

### Sales Inquiries:

[gotoassist@citrixonline.com](mailto:gotoassist@citrixonline.com)  
Phone: (800) 549-8541 (in the U.S.)  
+1 (805) 690-5729 (outside the U.S.)

### Channel Partners:

[resellers@citrixonline.com](mailto:resellers@citrixonline.com)  
Phone: (805) 690-5711

### Media Inquiries:

[pr@citrixonline.com](mailto:pr@citrixonline.com)  
Phone: (805) 690-6448

[www.citrixonline.com](http://www.citrixonline.com)

that the privacy of their corporate data is maintained, something that is important for customers in the health and financial services industries.

The Citrix Preferred Support Services team is able to provide higher-quality support using GoToAssist, regardless of the customer's environment. "Some are small businesses with one or two servers, while others are enterprise-level organizations with hundreds of servers," explains Ludy, who believes that providing all customers with a premium support experience helps Citrix Systems create and sustain loyalty. "Our customers definitely appreciate GoToAssist."

**About Citrix Online:** Citrix Online, a division of Citrix Systems, Inc. (Nasdaq: CTXS), offers the leading Web-based access, support and collaboration software and services. The division offers Citrix GoToMyPC®, the easiest-to-use solution for remote, secure and managed desktop PC access over the Web; Citrix GoToAssist™, the industry-leading remote-support solution; and Citrix GoToMeeting™, the easiest, most secure and cost-effective solution for conducting online meetings. Citrix Online products are used by more than 9,400 companies worldwide, including Verizon Online, Siemens, Cablevision and Microsoft Business Solutions. The division is based in Santa Barbara, California, and is on the Web at [www.gotomypc.com](http://www.gotomypc.com), [www.gotoassist.com](http://www.gotoassist.com), [www.gotomeeting.com](http://www.gotomeeting.com) and [www.citrix.com](http://www.citrix.com).

©2004 Citrix Online, LLC. All rights reserved. Citrix® is a registered trademark of Citrix Systems, Inc., in the United States and other countries. GoToMyPC®, GoToAssist™ and GoToMeeting™ are trademarks or registered trademarks of Citrix Online, LLC, in the United States and other countries. All other trademarks and registered trademarks are the property of their respective owners.