

CASE STUDY

SUMMARY

The Enterprise
ShoreTel, Inc.

The Challenge

ShoreTel needed a virtual on-site support solution that would enable it to fulfill its key goal of remote administration and support for its VoIP solutions.

The GoToAssist Solution

ShoreTel's technical-support representatives use GoToAssist to solve problems remotely, thereby improving resolution rates and decreasing on-site visits.

The Results

ShoreTel's technical-support team now handles 99.9 percent of issues remotely and has doubled its same-day resolution rate. The resulting lower costs dramatically improve the ROI for remote support.

ShoreTel Selects GoToAssist to Fundamentally Enhance Customer Support

Delivering world-class administration and support is a fundamental goal of ShoreTel, Inc., a market leader in providing enterprise Voice over IP (VoIP) systems. Yet, it is always a challenge for support teams to deliver the quality service demanded by customers while keeping costs in line. According to Terry Hartsfield, ShoreTel's vice president of customer advocacy, the solution was to provide all administration and support remotely. "We decided to create a whole new metaphor for service – one in which you don't need to travel to the site," Hartsfield says. To meet this objective, ShoreTel needed a best-in-class virtual on-site support solution that enabled efficient technical support and customer service. The solution ShoreTel chose was GoToAssist.

GoToAssist saves ShoreTel time and money by reducing the number of on-site visits, increasing same-day resolution rates, improving first-time resolution and ensuring high security for ShoreTel's clients. And customers have recognized the company's success. Recently, an independent research study established that ShoreTel was ranked first in customer service over such communications giants as Nortel, Cisco and Siemens. GoToAssist was part of the solution, according to Hartsfield. "GoToAssist is extremely fundamental to our overall service strategy of high-touch remote support," he says.

**"GoToAssist is fundamental to
to our overall strategy."**

99.9 Percent of Issues Handled Remotely

GoToAssist enables ShoreTel to remotely view and share control of customers' computers via the Web. "My response time is almost instantaneous," says Hartsfield. "Even if we had an on-site engineer, we couldn't really do it much faster unless he was actually sitting at the console." This high-touch, instantaneous remote support enables ShoreTel's technical support team to clear an impressive 99.9 percent of their issues remotely. "We have used GoToAssist for two years," Hartsfield says. "Over this time GoToAssist has improved our response times and reinforced our high-touch remote-support model."

Prior to GoToAssist, the company used a remote-support solution that didn't measure up. "We were able to clear only 85 percent of our issues remotely," explains Hartsfield, which resulted in costly dispatches to the customer's site. Hartsfield notes that his team can

KEY FEATURES AND BENEFITS

Web-Based Solution

No installation is necessary on end-user machines. One-click access puts your users in immediate communication with your support reps and enables them to remotely view and control your users' computers, reducing handling time and increasing first-time resolution.

Fast and Easy to Implement

Your enterprise can be up and running within 48 hours; no additional infrastructure is needed. GoToAssist does all the setup and hosting on our secure servers.

Low Cost of Ownership

GoToAssist is the most cost-effective managed service for remote assistance. There are no hidden per-session or per-customer fees.

Reliable

GoToAssist is firewall friendly, making connectivity extremely reliable. It functions at optimal levels via high-security facilities, redundant systems and 24/7 monitoring.

Secure

State-of-the-art security features, proprietary compression technology and 128-bit AES encryption ensure that the data exchanged between users and support reps is completely secure. Citrix Online, provider of GoToAssist, is SiteSecure Certified, a standard that ensures the security of your systems and data, and that of your customers, when using GoToAssist.

now perform critical system assessments in just days via GoToAssist, whereas these same assessments used to demand weeks of on-site information gathering. "We have used GoToAssist to diagnose and configure systems as far away as Malaysia and Australia. All we need is an Internet connection."

Improved Same-Day Resolution Rate

Not only has the company dramatically improved the number of issues cleared remotely, the rate of same-day resolution has experienced a boost as well. "We have doubled our same-day resolution rates since we replaced our previous remote control technology with GoToAssist," says Hartsfield. This has led to a reduction in ShoreTel's total incident-handling time, allowing the company to reduce the cost of providing support to its clients and increasing the company's return on investment (ROI).

Security That Satisfies the Demands of Financial Institutions

Because ShoreTel's clients include companies in the financial and banking industry, security is a top priority. "Every time you remotely access a bank or a credit union, these institutions want to know that transmissions are secure," says Hartsfield. Although ShoreTel's products provide outstanding security, remote access can be a sensitive issue. "GoToAssist security satisfies the banking people when we have to remotely access their systems," he says, explaining that ShoreTel's previous remote-support product didn't provide the same peace of mind. "Our previous solution offered some security, but it was a browser-dependent SSL encryption add-on that didn't include the important end-to-end characteristics we needed to securely support our customers."

The switch to GoToAssist was an easy one for ShoreTel, and GoToAssist was rapidly adopted by support staff, according to Hartsfield. "They were amazed with GoToAssist, and we were up and running within a week's time," he says. This enthusiasm demonstrates how GoToAssist plays an integral role in helping ShoreTel achieve measurable results by significantly reducing support costs and ensuring world-class customer service.

Arrange a Demo: www.GoToAssist.com | Phone: (800) 549-8541

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