



Bully Dog Technologies, LLC

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Shawn Udy
IT Manager
www.bullydog.com ”



Bully Dog gives customer service a performance boost with GoToAssist

Based in American Falls, Idaho, Bully Dog Technologies, LLC, designs and manufactures products that enhance the performance and fuel efficiency of diesel- and gasoline-powered vehicles. Bully Dog products, such as Triple Dog E3 Downloaders and RFI (rapid flow induction) intakes, are distributed to warehouses for professional installation and to auto parts stores and other retailers for sale to do-it-yourselfers.

The challenge: turning customer support from a weakness to a strength

Many of Bully Dog's products are software-based. Customers can go online and download updates via a USB port for installation on their existing system. “For example, we came out with our Triple Dog in 2005,” explained Shawn Udy, IT manager. “If someone has a 2007 model pickup and wants to upgrade the Triple Dog to that vehicle, they can simply download the software that will include the 2007 models via a free Internet upgrade.”

To assist these customers, who may not be technologically savvy, Bully Dog provides free tech support. Initially, the company used only phone-based assistance. However, Udy and his team began receiving feedback indicating tech support was seen as a corporate weakness because of the long wait times.

“Although we're a leader and innovator, there are a lot of competitors out there. It's critical to ensure satisfaction for our customers - not just consumers, but also wholesalers and dealers who are installing and selling our products. We need to be sure all these people receive fast, effective support so they will continue to buy and recommend our products. However, our old system sometimes prevented us from answering calls promptly, mainly because the techs were spending so much time trying to visualize the problem without seeing the screen.”

Another issue was frequent escalation. “I was on the phone all the time with issues that couldn't be resolved easily. Handling a lot of escalations interfered with my primary projects, and of course, meant the customer had to wait longer for a solution.”

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Implementing GoToAssist for remote support

When a support representative told Udy about Citrix Online solutions, he decided to upgrade from straight phone-based support. The Bully Dog team implemented Citrix® GoToAssist®, a Web-based hosted service that enables representatives, with permission, to remotely view and take over the customer's computer to fix a problem. Bully Dog's team of 12 dedicated tech support representatives can leverage GoToAssist as needed, and customers and dealers can initiate a GoToAssist session using chat via the company's Web site. Currently, about a quarter of support interactions are handled using GoToAssist.

In addition to being able to see and correct a problem on the customer's machine, Udy values the survey functionality of GoToAssist, as it provides daily input on positive, neutral and negative customer experiences.

Injecting speed and efficiency into the tech support process

GoToAssist has enabled Bully Dog to make a huge difference in the speed and efficiency of support call resolution. "Based on the surveys we receive, overall satisfaction has significantly improved, and is usually at 95 percent," said Udy. "It's so much faster and easier to fix a problem on the customer's computer than to go back and forth on the phone. And we don't have to spend as much time, which makes the customers happy and boosts our productivity."

Typical comments from customer surveys include: "Everyone's tech support should be this idiot-proof!" and "Great. Sit back and watch. Since I'm a computer dummy, it would have taken me a long time to do the same."

Another benefit of GoToAssist is fewer escalations. These days, Udy rarely needs to get involved. When he is needed, he can quickly join the GoToAssist session instead of having to call the customer back.

GoToAssist also expedites the training process for new tech support reps. "The chat feature is a good way for new hires to get up to speed because the exchange gives them a few extra moments to compose a reply or even ask a coworker a quick question," Udy explained. Further, because chat sessions are recorded, Udy can review a recording in case a customer expresses dissatisfaction with the way a new employee handled the call.

Winning customer loyalty with exceptional service

By enhancing its offering with GoToAssist, Bully Dog has turned customer support into a competitive advantage. "Prior to using GoToAssist, I had no method for collecting customer feedback. Now, with the survey feature, I am able to review any neutral or negative results the same day and follow up immediately with the customers," Udy stated.

Bully Dog actively promotes GoToAssist on its Web site and through a newsletter as a fast, easy way to resolve IT issues, particularly for dealers. "Our dealers have many competing products to choose from and we want to keep them extremely happy with Bully Dog. So when they have questions about a product or installation, GoToAssist helps our team respond promptly."

Key benefits

- Improves consumer and dealer satisfaction and loyalty
- Provides an important advantage in a highly competitive market space
- Supplies immediate customer feedback to enable follow-up

He cited an example of how superior tech support can make a critical difference in dealer loyalty. “A dealer in Oklahoma really loved the Triple Dog Downloader product – particularly a special horsepower giveaway. But he had a lot of problems getting through to tech support, and dropped the Bully Dog product line. Recently, after hearing from our salesperson about our improved support, he put us to the test. He called in multiple times and was assisted very promptly. As a result, he picked our line back up again and did \$30,000 worth of business in just one month.”

Udy continued, “It definitely helps that we have quality products like the Triple Dog and now the Triple Dog E3, and the ability to update them over the Internet. But in today’s tight economy, the world-class tech support we provide with GoToAssist can be the difference between just barely surviving and thriving. We are thriving because we are able to take care of our customers’ large and small issues using the tools that GoToAssist gives us.

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