

ISOdx Helps RouteSmart Technologies Take Client Support to the Next Level

Problem Resolution Time Improved by 92 percent

RouteSmart Technologies Case Study

THE CUSTOMER

RouteSmart Technologies is recognized as a world leader in the field of route optimization software solutions for the newspaper, postal, public works and utility industries. Based in Columbia, MD, RouteSmart Technologies has nearly 25 years experience serving clients within these industry segments. Some of its current clients include the United States Postal Service, FedEx Home Delivery, Republic Services Group, and numerous municipalities and newspapers around the world who use the RouteSmart product to solve diverse, high-density residential routing problems.

THE CHALLENGE

RouteSmart Technologies' goal was to become quicker and more proactive in serving their clients—both for client satisfaction and retention. “The one thing we can't give a client back is time,” said Director of Client Services Brad Cox. “Our clients have increasing demands for support, but also constrained budgets and resources. Their world is in transition, and they need additional automated processes to support their mission-critical operations.”

Realizing that knowing what clients need and appreciate was essential; the RouteSmart support team conducted a study to determine their clients' most valued ROI—reliability and rapid solutions. “We wanted to provide a customer experience that was predictable, intentional, valuable, and differentiated in the market,” Cox added. “If you can do that successfully, with every client interaction, hopefully that translates into customer loyalty.”

THE SOLUTION

RouteSmart Technologies developed a two-pronged approach to meet their goal—involving both process and technology. First was the development of their Client Reach Out Program (CROP), augmented by a unique package of value-added services and deliverables. CROP contributed to an increase in maintenance revenue of 7.5 percent—and an increase in gross revenue of nearly six percent.

RouteSmart also researched technologies to bolster proactivity and selected ISOdx Rapid Resolve OEM as the foundation for its RouteSmart Enhanced Virtual Support (REVS) solution. Their research was based on the fact that 80 percent of issue resolution time is spent trying to identify the cause...and 87 percent of all issues result from planned or unplanned change.

RESULTS

Powered by ISOdx, REVS isolates changes in client routing systems by taking a snapshot of each RouteSmart machine. The snapshots are transmitted via HTTPS to RouteSmart's secure collector server and compared with previous snapshots via the REVS Portal, empowering the RouteSmart support team to quickly identify change and deliver more efficient troubleshooting.

Using the ISOdx solution, RouteSmart Technologies was able to reduce its mean time to problem resolution by an astounding 92 percent for mission-critical automated routing support incidents. They experienced transformational CSAT results immediately. Customer satisfaction rankings directly related to the REVS program jumped from a rating of 86 in Q4 '08 to 95 in Q1 '09.

TSW AWARD WINNER
FOR INNOVATION IN
INFRASTRUCTURE

SSPA RECOGNIZED
INNOVATOR FOR
PROACTIVE SUPPORT

DATA STORAGE TOP 10
PRODUCT

TOPCAT FINALIST FOR
OUTSTANDING PRODUCT

SOCIETY FOR TECHNICAL
COMMUNICATION AWARD
WINNER

BENEFITS

“Although we’ve seen positive revenue impact from our investment in this technology and our new services, we’re most pleased to see such a dramatic cut in costs,” Cox explained. “Our support staff has more time to focus on strategic issues instead of chasing problems. The customer satisfaction quotient is a palpable upward swing. Because ISOdx has provided us with the capability to be proactive—we often can identify an issue before it ever impacts one of our clients. Our Level 1 support staff is able to handle most issues that previously were elevated to Level 2 people. ISOdx has helped us differentiate our brand in the marketplace.”

As for customer support, Cox claims ISOdx rivals RouteSmart in that arena. “We have never received the level of customer support from any other vendor equal to what ISOdx provides. They have been totally responsive and helpful at every juncture, and a true partner in our success.”

ABOUT ISODX SOLUTIONS

ISOdx solutions were created to address the fact that 87 percent of IT problems are triggered by infrastructure changes. The two products—ISOdx Rapid Resolve for help desk support teams and ISOdx Rapid Resolve OEM for IT service and support organizations—have been proven to reduce mean time to problems resolution by more than 90 percent.



ISOdx Rapid Resolve OEM™ equips IT services and support companies to differentiate their brand by providing better and faster customer support than ever before—which translates to increased profitability potential, enhanced customer loyalty and a more strategic approach to work.

ISOdx Rapid Resolve OEM allows IT service and support companies to fix problems before they impact customers, and provides a reliable, consistent and accurate reference source for problem resolution, documentation, audits, staff training and more. Customers recognize your company as having a unified, more valuable approach when using this solution, because their problems are quickly solved and your ability to serve them proactively is impressive.



ISOdx Rapid Resolve™ is IT service and support software that equips help desk support teams to transform their power to drive down costs, drive up efficiency, proactively prevent issues and solve problems faster than ever before.

By pinpointing problem sources IT teams can significantly reduce staff time to laborious research and investigation. Frontline IT professionals are empowered to resolve more issues with unmatched speed and gain the ability to develop troubleshooting best practices, processes and procedures with incredible efficiency.

