

# Southern Solutions

DELIVERS A BETTER  
CUSTOMER EXPERIENCE  
AT A LOWER COST

C A S E S T U D Y



**SUPPORT BENCH**

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# SOUTHERN SOLUTIONS: DELIVERS A BETTER CUSTOMER EXPERIENCE AT A LOWER COST

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## ABOUT SOUTHERN SOLUTIONS

[Southern Solutions](#) provides IT (information technology) support to businesses - big and small - all over the South of the United Kingdom. From desktop, server, and Office 365 installations to networking equipment maintenance and disaster recovery, they provide a variety of IT support.

Southern Solutions' customer base consists of about 120 customers each year and spans across industries from multinational courier companies to small recruitment agencies.

The team aims to be an outsourced IT department for their customers - and they're getting there by delivering reliable support.

What differentiates Southern Solutions is that they take a welcoming, friendly approach to provide personalized interactions with their customers. In addition to quality service, Southern Solutions' support goal is to offer the fastest resolution times of their competitors in the region.

# A SMALL TEAM WITH A LOT OF TICKETS

## A SMALL TEAM WITH A LOT OF TICKETS

In order to achieve their goals, Southern Solutions needed to be able to easily stay on top of their support requests. This was a challenge in itself as Southern Solutions' support is managed by a lean team of five.

Another challenge was that the team wanted to enhance their brand image. A crucial part of gaining customers' trust and making them feel secure in doing business with a company is to have consistent, professional, and user-friendly touch points. This is why Southern Solutions wanted to be able to send HTML emails to their customers.

Southern Solutions already had a previous support system in place. They found that while it had a lot of features, the interface was not easy to use, the system often had technical issues, and the price point was too high. Eventually, that support solution became too expensive for their needs. So when it came time to renew their contract, Southern Solutions decided to look for a new support provider.

“

*We love the granular configuration of the workflows... which really make our job as efficient as possible.”*

Dave Hendley  
Technical Support Lead

# ENTER SUPPORTBENCH









## ENTER SUPPORTBENCH

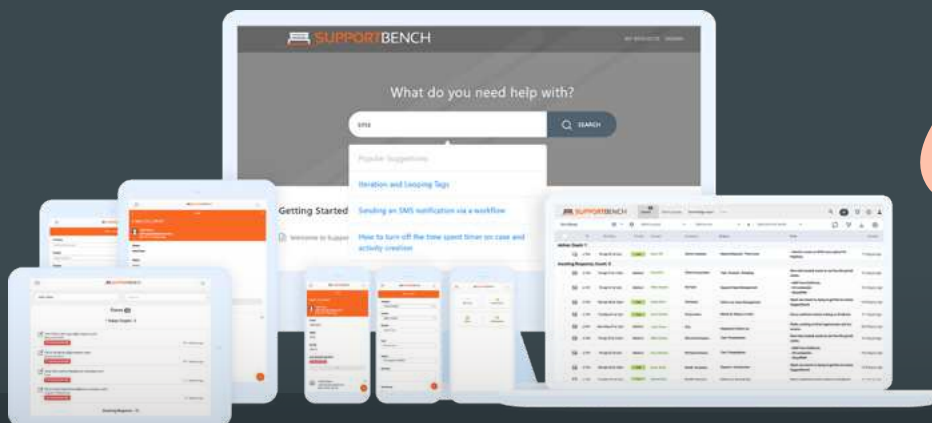
The team conducted an extensive search process, consulted several review sites, and signed up for about 40 different free trials.

During their research, Southern Solutions came across a review of the major helpdesk solutions and saw that Supportbench was rated well.

The team had a list of criteria to help narrow down their potential support solutions, so they took a look at whether Supportbench met their needs. They needed:

-  **Ticket logging**
-  **Time recording**
-  **Custom reporting**
-  **Automated email notifications**
-  **Ability to create cases from emails**
-  **Ability to send HTML emails directly from the system**

# A NEW SUPPORT PARTNER





## A NEW SUPPORT PARTNER

Compared to the other enterprise solutions on the market, Supportbench was not the most feature-rich solution available, but three key factors during the trial period made them decide to partner with Supportbench.

The first was that solution's out-of-the-box solution nearly met all of Southern Solutions' needs and for what they didn't have, Supportbench actively worked with the team to build those features. Supportbench founder "Eric was extremely responsive in getting the developers to add the requested features and tailor the solution to fit [our] complex needs," said Dave Hendley, Technical Support Lead.

Secondly, the price was unbeatable for the solution that Supportbench offered.

And finally, the unparalleled level of support is what ultimately sealed the deal for Southern Solutions. It surpassed any other company they looked at; "the support has been incredible for us," explained Dave.

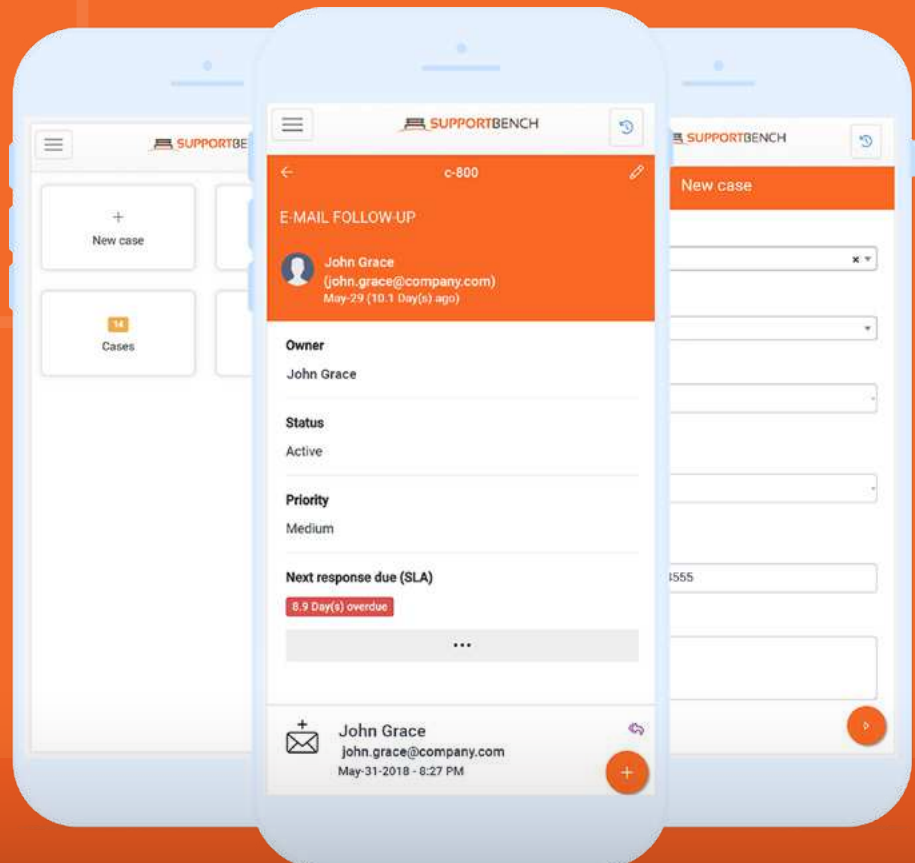
“

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Dave Hendley,

Dave Hendley, Technical Support Lead

# FEATURES SOUTHERN SOLUTIONS LOVE







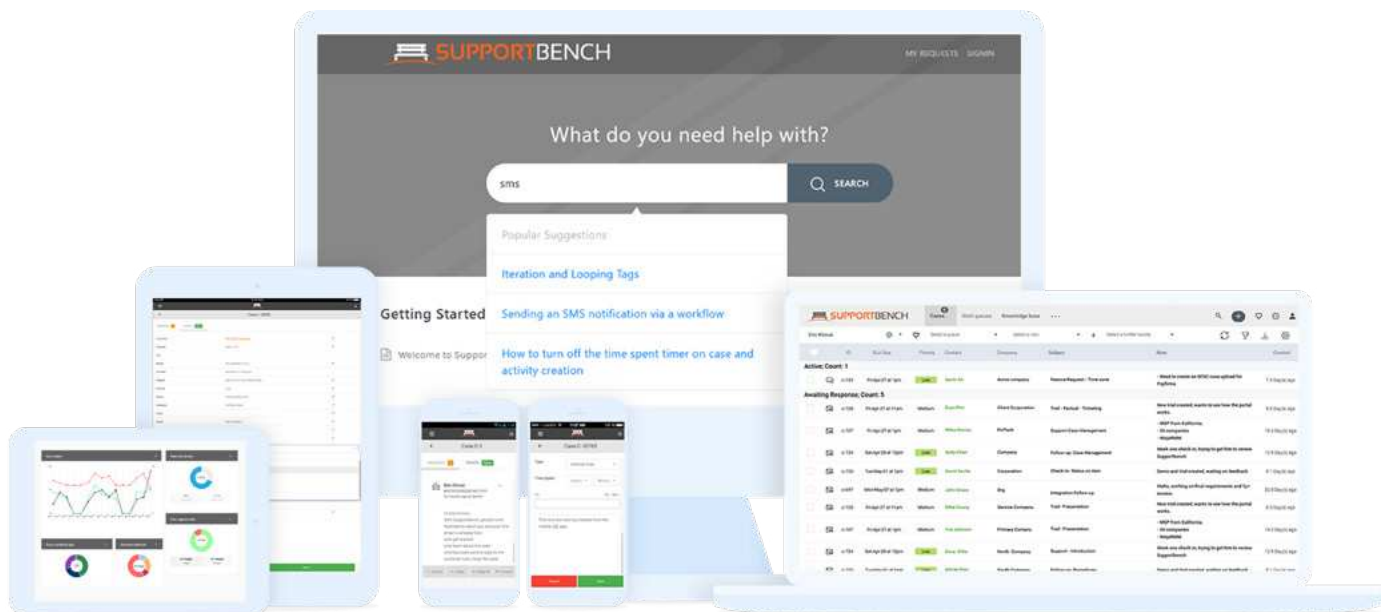
## FEATURES SOUTHERN SOLUTIONS LOVE

- 
**Tracked communications:** Agents can manually create cases for calls as well as document outgoing ones
  
- 
**Automatic ticket creation:** Email inquiries are automatically turned into tickets and put into the queue to be addressed
  
- 
**Email functionality:** Agents can easily email customers directly from the platform, and the emails are formatted in HTML for a professional look
  
- 
**Tracked time:** Time spent resolving issues is recorded as activities, ensuring customers are billed fairly and accurately



## FEATURES SOUTHERN SOLUTIONS LOVE

- 
**Mobile app:** Agents are able to update cases on-the-go and add details to tickets while on-site
  
- 
**Reporting:** A daily report is sent every morning summarizing the tickets closed the day before, as well as time spent on each. Reporting also makes it easy for Southern Solutions to provide their customers with an account overview when negotiating support rates and contracts
  
- 
**Email notifications:** These notifications are extremely helpful for a majority of Southern Solutions' customers. "A lot of small IT support companies do not have that level of ticket communication with their customers," says Dave.
  
- 
**Workflows:** "We love the granular configuration of the workflows...which really make our job as efficient as possible."



## RESULTS

As Technical Lead, Dave is responsible for a certain standard of customer satisfaction. This includes ensuring all of Southern Solutions' support is carried out efficiently.

Since implementing Supportbench, the team has seen some immediate results:

- ✓ A streamlined workflow that helps the team respond easily and quickly to customers saves them a lot of time
- ✓ The all-in-one view gives Dave a much better line of sight into ticket statuses and how the team is doing at a glance
- ✓ Customer impressions of Southern Solutions have improved as they're receiving a consistent brand image across all communications

“

*The support has been incredible for us”*

Dave Hendley,

Dave Hendley, Technical Support Lead



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