

How Jenzabar Transformed Customer Support with Supportbench

Case Study





Background and Decision Process

Jenzabar, a leading provider of software, strategies, and services for higher education institutions, faced significant challenges in their customer support operations. Their CRM and service tool from Epicor, which they initially loved, encountered critical issues after they lost their champion user who knew the system intricately. The product underwent substantial customization, which made upgrading difficult. Eventually, it became apparent that the tool was no longer aligning with Jenzabar's evolving needs and was on the verge of becoming obsolete.



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Challenges and Needs

Jenzabar's customer support team was under immense pressure to manage a vast and varied product portfolio while maintaining high standards of service for their high-value customers. The complexity of their support requirements necessitated a sophisticated solution capable of handling numerous products, extensive email chains, and detailed case activities. Michael Floyd, the Director of Customer Support at Jenzabar, provided insight into the multifaceted challenges they faced:

Complexity and Volume:

Jenzabar supports high-value, high-paying customers with hundreds of products. Customers often had up to 50 different products, necessitating a support system that could handle diverse and intricate requirements. This complexity was compounded by the fact that each product could have numerous versions, customizations, and unique support needs.

"Our product portfolio is vast and varied," Michael explained. "We're not just dealing with a handful of products. We have several hundred, each with its own set of challenges. Some of our customers use 50 different products, and managing support for that is incredibly complex."

Multiple Contact Points:

With hundreds of potential contacts, numerous agents, and various escalation paths, the need for an efficient and comprehensive support tool was paramount. This required a system that could streamline communication and provide a centralized view of all interactions.

Visibility and Coordination:

Ensuring that all users across the organization had visibility into the support process was crucial for maintaining service quality and efficiency. This included not just the support team, but also sales, product development, and customer success teams.



Evaluation Criteria

Before selecting Supportbench, Jenzabar evaluated several other solutions, including Freshdesk, Jira, Zendesk, and HappyFox. Each potential solution was assessed based on several critical criteria. Search capability was paramount due to the complexity of their products. Jenzabar relied heavily on searching past solutions and issues instead of a traditional knowledge base, making this a vital feature.

Granular data access was another essential criterion. Jenzabar needed a system that could provide detailed insights into every aspect of their support operations, from individual case activities to overall performance metrics. The ability to drill down into the specifics was crucial for managing complex support needs.

Agent usability and ease of use were also key factors. The solution needed to ensure agents could perform their jobs efficiently and stay fully within the system. This included intuitive navigation, easy-to-use interfaces, and streamlined workflows that minimized the time and effort required to handle each case.

A strong partnership was a non-negotiable aspect of their decision-making process. Jenzabar needed a solution provider that was willing to understand their unique challenges and evolve with their needs. Cost was also a consideration, with the need for an affordable solution that didn't compromise on features. Finally, robust reporting capabilities and the ability to extract data easily were crucial for data-driven decision-making and performance monitoring.



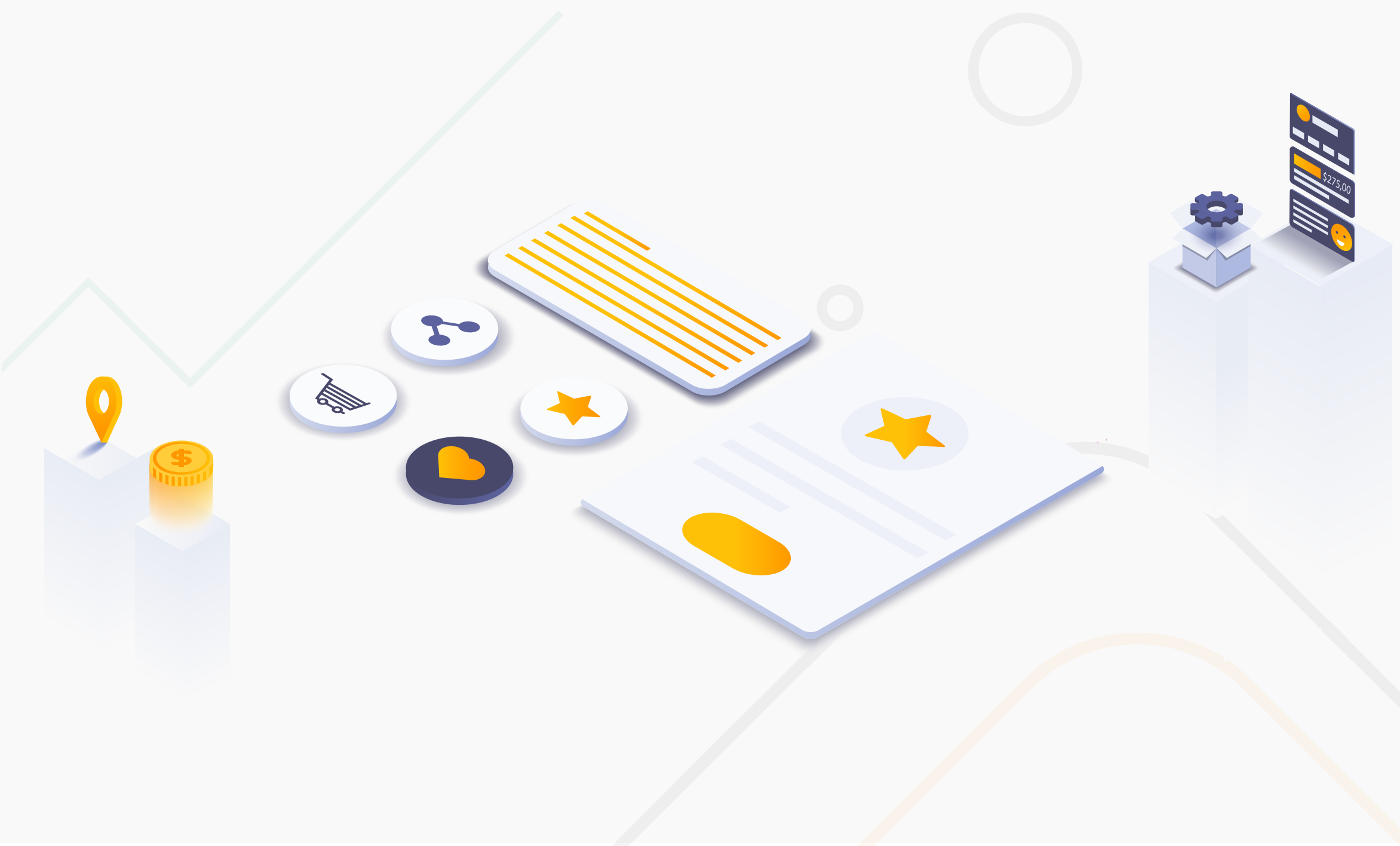
Decision to Choose Supportbench

After a thorough evaluation, Jenzabar chose Supportbench for its unique combination of customer-focused features, customization capabilities, and strong partnership approach. Supportbench wasn't just a standard helpdesk tool; it was a solution designed to handle complex support needs with ease. Michael emphasized:

"The biggest factor was the partnership. The Supportbench team was incredible from the start at understanding our problems. They listened to our feedback and helped shape the product to our specific needs."

The decision was also influenced by the cost-effectiveness and the abundance of features available out of the box. The seamless customization process and the immediate value realized by the team solidified their choice.

"Supportbench wasn't just about ticking boxes on a requirements list," Michael noted. "It was about finding a partner who understood our unique challenges and was committed to helping us overcome them."





Experience and Benefits

Implementing Supportbench brought about significant improvements in Jenzabar's customer support operations. The platform's robust features and intuitive design facilitated smoother workflows, better data management, and enhanced overall efficiency.

Valuable Features

Several features of Supportbench proved invaluable to Jenzabar's operations, enabling them to manage complex support scenarios effectively and efficiently. These features included:

✔ Customized Department Views

Each department could customize their views and policies, enabling a tailored approach to managing customer interactions. This flexibility allowed different teams to focus on what was most relevant to their roles, enhancing overall efficiency.

"With Supportbench, each department can create their own views and policies," Michael explained. "This means our support, sales, and product teams can all see exactly what they need without wading through irrelevant information."

✔ Client Story Building

With a few clicks, Jenzabar could build a comprehensive story for each client, enhancing their understanding and service delivery. This included viewing all past interactions, current issues, and any notes or attachments related to the client.

✓ **Unified Tool for All Needs**

Transitioning from multiple tools like Outlook and previous survey tools to Supportbench streamlined their operations. Michael noted:

"We deal with a lot of screenshots, text, and images within cases. We didn't think we could be fully immersed within Supportbench, but we ditched Outlook and other tools completely."

✓ **Pixel Tracking**

This unique feature allowed them to see if customers received emails, reducing unnecessary follow-ups. This helped ensure that communications were reaching their intended recipients and allowed for better tracking of customer engagement.

✓ **Automation**

The system's heart was automation—automatic case assignments, alerting, escalations, and more, which improved efficiency significantly. This included intelligent routing of cases based on agent expertise, priority levels, and customer needs.

"Automation is a game-changer," Michael said. *"Supportbench automates so many of our processes, from case assignments to escalations. This means our agents can focus on solving problems rather than managing logistics."*

✓ **360-Degree Visibility**

Full visibility into everything, with comprehensive auditing, ensured there were no blind spots. This included tracking all changes and updates to cases, providing a complete history of each interaction.

✓ **Quick Access to Customer Data**

With one click, they could access all relevant customer data, enhancing responsiveness and decision-making. This was particularly important for managing complex cases with many activities and long email chains.



Significant Impact on Operations

The implementation of Supportbench significantly transformed Jenzabar's customer support operations. By leveraging the platform's comprehensive features, they were able to streamline processes, improve collaboration, and enhance overall service quality.

Enhanced Collaboration:

Weekly Tuesday morning meetings involving all departments (success, product, support, sales) became more productive. The ability to pull relevant data and deep dive into the last seven days' activities fostered better coordination and strategic planning.

"Our Tuesday morning meetings have become so much more productive," Michael shared. "We can pull data relevant to each team and dive deep into what happened over the last week. It's transformed how we collaborate."

KPI Tracking:

Utilizing scorecards and reports, they could easily pull KPIs for discussions at various management levels, from VP to manager. This facilitated data-driven decision-making and helped identify areas for improvement.

Business Process Optimization:

Quick adjustments to business processes based on real-time data improved overall efficiency. This included changing workflows, updating procedures, and implementing new strategies based on insights from Supportbench.

"We've been able to quickly change business processes based on the data we get from Supportbench," Michael explained. "It's made us much more agile and responsive."

Renewal Management:

In their SaaS business, renewals and customer health are critical. Supportbench provided a comprehensive view of customer interactions, aiding in better renewal management.

"Supportbench helps us keep track of customer health and renewals," Michael noted. "With a click of a button, we can see the entire story of a customer, even if they have hundreds of cases."

Service Level Agreements (SLAs):

SLAs significantly impacted customer experience by ensuring no cases were lost and keeping priorities clear. This helped maintain high standards of service and ensured timely responses to customer issues.

Last Touched Column:

This feature helped in managing large volumes of cases by indicating the last communication date. It allowed agents to prioritize cases that had not been updated recently, ensuring no issues fell through the cracks.

Pinned Cases:

Important cases could be pinned to the top, ensuring they received the necessary attention. This was particularly useful for managing high-priority issues or complex cases that required ongoing attention.

Peekaboo Feature:

This feature allowed for seamless navigation through large amounts of case data, speeding up the process. It enabled agents to quickly access relevant information without getting bogged down in details.



Unique Selling Proposition

Supportbench's distinct advantages lie in its ability to seamlessly integrate into Jenzabar's existing workflows while providing comprehensive, customizable features that address their unique needs. Unlike other solutions in the market, Supportbench offers a partnership-driven approach, ensuring continuous improvement and alignment with Jenzabar's evolving requirements.

Partnership:

Jenzabar experienced an exceptional partnership, with Supportbench always ready to listen and help, feeling more like a team member than a vendor.

"The partnership with Supportbench is unparalleled," Michael said. "They are always ready to listen and help. They feel like part of our team, not just a vendor."

Reporting and Widgets:

Real-time information through intuitive widgets and pre-built reports eliminated the need for Jenzabar to create their own from scratch.

Scorecards:

These provided comprehensive KPIs from the organizational level to individual agents, crucial for performance evaluation.

"The scorecards are incredibly useful," Michael noted. "They give us a clear view of performance from the top level down to individual agents. It helps us see where we're excelling and where we need to improve."

Customizability and Intuitive Interface:

The interface was highly customizable and user-friendly, facilitating seamless adoption by the team.



Comparison and Unique Selling Proposition

SupportBench's ability to manage complex and unique support needs with ease set it apart from other options in the market. Its robust features and flexible customization capabilities made it the ideal solution for Jenzabar's diverse requirements.

Differentiators from Other Solutions

SupportBench distinguished itself through its comprehensive approach to customer support, providing tools and features that addressed Jenzabar's specific challenges. Michael highlighted:

"SupportBench allows us the freedom to create our own processes. The 360-degree view, full visibility into the team, customer, and operations like auditing all changes and events within cases or settings, is unmatched."

Benefits Experienced

The primary benefits that Jenzabar experienced, which they didn't find elsewhere, included:

Strong Partnerships:

SupportBench's flexibility and willingness to evolve with their needs made them an invaluable partner.

Full Customizability:

The solution was tailored to fit their specific requirements without significant effort.

Omnichannel Solution:

Integrated management of emails, notes, escalations, and more in one place provided a seamless experience.



Endorsement and Future Prospects

Based on their experience, Michael wholeheartedly recommended Supportbench. The platform's robust features, combined with exceptional customer support and partnership, made it a standout solution for Jenzabar.

"100% recommend if you are not a traditional helpdesk. Supportbench allows you the freedom to create your own processes. The product is strong, intuitive, and keeps getting better. The partnership with their support team is incredible—they are always available and helpful."

Summing it all up

Jenzabar's journey with Supportbench is a testament to the power of finding the right solution tailored to specific organizational needs. By choosing Supportbench, Jenzabar not only addressed their immediate challenges but also established a robust foundation for future growth and efficiency. The partnership with Supportbench transformed their customer support operations, providing them with the tools and flexibility needed to excel in a complex and demanding environment.

This case study underscores the importance of a customizable, customer-focused support solution and highlights the profound impact of a strong partnership. For organizations facing similar challenges, Jenzabar's experience offers valuable insights into the transformative potential of Supportbench.



SUPPORTBENCH

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built for your peace of mind**

You promised great support. We help you deliver.
Feature-packed but affordable,
Supportbench is the next generation support
software for keeping customers happy.

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