

DEXTER + CHANEY

helping construction companies grow

Dexter + Chaney, an award winning software company founded in 1981, supplies the construction industry with cutting edge construction software. Dexter + Chaney's Spectrum™ Construction Management Software includes construction accounting software; job cost software; construction project management software; document imaging software; equipment, materials, and service software; and a variety of data sharing capabilities.

Dexter + Chaney has a rich history of providing expert service and support to its customers and the continual enhancement of its suite of construction management software.

Challenge

Dexter+Chaney determined a need for a new customer support software system when it became apparent they had outgrown their current system. It contained a number of limitations that, over time, became obstructive to the performance objectives of the customer support center. The requirements for a new system included:

- A system that was easily upgraded
- A stable database capable of holding expanding volumes of data over time
- The ability to easily compare groups of data

The company undertook an evaluation of vendors and software that could support their business objectives and ability to:

- Streamline operations and increase value
- Reduce costs while improving customer satisfaction
- Leverage and exploit a growing knowledge base
- Synchronize communications between departments
- Integrate 11 years of information and data as the foundation of a new system

PhaseWare's Solution

Dexter+Chaney chose PhaseWare and its Tracker-Self Service Center as the preferred vendor with a comprehensive solution. The major reasons that led the company to select PhaseWare were:

- Ease of maintenance and upgrades
- Ease of customization
- Responsiveness of support staff
- Commitment of executive leadership

Three months prior to changeover, the company began preparing and validating historical data for conversion so that they could implement Tracker using clean data. The employees were trained the day before the new system went live. Access to the old system was immediately disconnected directing agents to use Tracker.

Access to More and Better Data

- + Improved Search Capabilities
- + Increased Search Detail
- + Extended Report Offerings

Better Support Performance and Customer Experiences

PhaseWare Tracker-Self Service Center helped customer support enhance and streamline its workflow, allowing Dexter+Chaney to better serve their customers. Access to more, higher quality data combined with improved search capabilities for both the incident database and the knowledgebase, increased search detail for incident management, and extended report offerings added up to better support performance and customer experiences.

Using Tracker-Self Service Center allowed the company to handle an increased volume of customer interaction caused by a new software version release and year end activity without an increase in customer phone calls or a need for more staff.

New Processes

The increased functionality of Tracker over the old system drove a number of new developments and enhancements in the customer support process. Multiple incidents could be viewed simultaneously. Custom search tools and a Favorites/Column Chooser allowed agents to more quickly diagnose, resolve, or escalate incidents. Customer and incident alerts helped keep everything on track, eliminating the possibility of losing a ticket. Incidents could also be automatically spawned for other departments to handle.

PhaseWare's Event Engine, automated business tasks, freeing expert staff to take care of customers instead of busywork:

- Web security codes were kept in synchronization
- Customer Standing changes and Web Access were kept up to date
- Reports were automated
- A large variety of alerts, reminders, updates, and notifications were enabled
- Email distribution lists were synchronized

The Self Service Center gave Dexter+Chaney the ability to create and monitor a number of healthy and heavily used forums, manage downloads, and monitor knowledgebase activity. The forums were especially active with enhancement suggestions. Most customers came to the forum to interact with other customers. Dexter+Chaney also benefited from customers' ability for knowledge base subscriptions, which reflected specific interests. Improvements were seen on the sales side as well. An easily customized link to a 3rd party sales tool provided sales reps with up to the minute Tracker information within their own software tool.

Several other processes were developed after implementation:

- Net Promoter Score import
- Sales lead notification and tracking based on recommendations from a support call
- The marketing department began targeted mailings based on a variety of data criteria
- Sales representatives were now able to search for customers without a specific product being required as part of the search

// Strategic impact is huge! The Self Service Center - we have had customers ask us for years and years - they report a bug to us and from their perspective, it just falls into this big black hole. They don't know the status of it and with the Self Service Center, they can look up their incident.... we have it set up so that they can see the status of the problem incident.....It's just huge! //

Michele Dietzel
Software Support
Dexter + Chaney

Conclusion

According to Michele Dietzel of Dexter+Chaney Software Support their metrics show that the total investment in software, services, and internal resources will have been recovered within the first 18 months of operation. The comprehensive business system and solution by design has made it easier for service experts and customers to find and use a wealth of information.

Dexter + Chaney have recorded the following data after the Self Service Center was live for 12 months:

- 225 hours per month in time savings
- 350 calls per month average deflected as customers monitor their own status
- Logins: 27,843
- Files Downloaded: 22,134
- Solution searches: 11,837
- Forum topics reviewed: 19,090
- New Forum topics: 565
- Forum topic replies: 880

“Our entire focus at Dexter + Chaney is to provide products and services to help our construction-company clients grow their businesses,” said John Chaney, Dexter + Chaney co-founder and president. “We work closely with them to ensure that Spectrum’s capabilities help them keep pace with the constant changes in the construction industry. That’s particularly critical in difficult economic times like these.”

About PhaseWare, Inc.

PhaseWare, founded in 2005, is a leading provider of Customer Service and Support software applications optimized for the Small and Medium Business (SMB) to deliver robust and financially viable solutions. PhaseWare enables companies to better manage their business processes, reduce operational expenses, and significantly increase the effectiveness and quality of customer service. The PhaseWare TrackerSM, suite of products is uniquely designed to accelerate implementation of the solutions, which are delivered in either an On-Site or Software-as-a-Service (SaaS) model. PhaseWare provides a competitive advantage for the SMB to serve, support, retain, and maximize the value of every customer. The company is privately owned and headquartered in McKinney, TX.

For more information visit www.phaseware.com