

Case Study: BridgeWave Communications

FrontLines Global Support Bridges the Gap at BridgeWave

BridgeWave Communications, Inc. is a leading supplier of wireless gigabit point-to-point wireless network solutions for enterprise, service provider, education, municipalities, healthcare, and government applications, setting the standard for product quality, reliability and customer satisfaction. In the past year, the Company has since launched multiple new product introductions, expanded their Gigabit Ethernet wireless products offerings and experienced rapid shipment growth. BridgeWave provides customers with immediate access to third tier customer service staff and views customer services as an area of competitive advantage.

The Requirements:

At the time, BridgeWave was facing a variety of client and return handling issues and needed a solution, which integrated associated functional workflows from sales, customer service, and operations. They felt the system required effective and economical provisioning, to enable both near and long term growth scalability needs. In summary, they saw their requirements as having:

- 1) A need to eliminate a manual paper based support/RMA-handling system and replace with a real time information system available 24x7.
- 2) A need to be able to report, track and trend customer issues/RMAs ensuring more responsive service.
- 3) A need to enhance the overall customer experience and aid in higher customer satisfaction.
- 4) A need to provide clients with the ability to go online and see the status of their issues & RMAs, at anytime from anywhere.
- 5) Need to significantly reduce turnaround times & resources for client support / return issues by streamlining workflows.
- 6) A need to seamlessly integrate into the Sales Department's tool of choice (salesforce.com) to enable the sales team to have a more complete view of account activity.
- 7) A need to easily & economically pay as they grow their total support solution.

At the time, Jorge Delgadillo, Director of Technical Services for BridgeWave said, *"We need a single customer facing solution to efficiently track and manage customer service requests to a timely resolution. The biggest challenge is the need to bridge the communications gaps between functional department and workflows, including full integration into Salesforce.com"*.

The Solution:

Without the necessity of any programming experience, BridgeWave's Director of Technical Services was able to configure the support (Tickets) and returns (RMA) handling system each with workflow designed to; effectively control, easily track, and report on any customer hardware or software issues. The RMA process is now meeting all their needs regarding a self-help portal (knowledgebase), trouble tickets and return handling by automating many of the repetitive aspects of returns management while still; effectively controlling and eliminating any parallel efforts, or lost paperwork, easily tracking, and reporting throughout the entire process from the first customer touch point to resolution. Additionally, the ability to automatically escalate any ticket (issue) requiring special handling, which may crop up, has been one of the more beneficial features addressing the needs of BridgeWave's clients with regards to more rapid timely resolutions.

Also, the FrontLines interactive knowledge center has been effectively utilized and is showing different views of knowledge to BridgeWave's clientele those being views for; web site guests, customers, distributors, and internal staff. The result of having a single system provide a combination of knowledge, trouble ticketing & RMA has had a positive impact on how they service their customers, *"We have*



KJR NetLinks, Inc. (FrontLines247.com)
275 Michael Cowpland Drive, Suite 202
Ottawa, Ontario, Canada K2M 2G2
Tel: (613)254-6585 Fax: (613)822-4819

recently measured and recorded a significant increase in customer satisfaction of our customer support services with the introduction of FrontLines Global Support”, reported Mr. Delgadillo.

The final step, with regards to implementation, was the integration into the Salesforce.com. With this integration, Sales Account Managers are now able to view real-time status updates of what is occurring with their clients. The divide that exists within many companies between functional areas such as, sales & customer service and operations has been successfully bridged with FrontLines Global Support. This has lead to overall improvement in ‘*customer experience*’, both within BridgeWave and for BridgeWave’s customer base.

Conclusion:

Within 30 days BridgeWave was able to successfully create a completely paperless, real time online support/RMA system with configurable views of what is happening during every step in the process.

Mr. Delgadillo’s concluding comments are, “*We are now well positioned to scale our customer services to the growth of our customer base with well-coordinated processes between all functional areas.*

I’m pleased to say we found a solution for our complex workflow challenges with FrontLines Global Support. This is our product of choice; the Frontlines Global Support Tool has enabled us to provide better service to our customers via our eService Center. The BridgeWave eService Center provides a suite of online services designed with our customers in mind, providing knowledgebase articles, trouble ticket creation & tracking, a RMA interface, and the ability to ask a question or request assistance 24x7.

Sales Account Managers are now able to monitor both the trouble tickets & return activities of their clients providing them a 360-degree view of support issues, again in real time, and are able to leverage this info to provide more informed professional service. As well, sales, operations, and customer support are working closer together to help ensure future corporate growth.”

If your organization is looking to create efficiencies within its existing support / return management systems and, as well, ensure better client relationships, feel free to give FrontLines a look, and we will be more than happy to provide an online demonstration.

For more information about this [case study and other case studies](#) or to arrange a time for an online demonstration please email Mark Taylor, Director of Business Development at mark@frontlines247.com.