HOW CUSTOMER SUCCESS

USES ONPAGE | CASE STUDY

Highlights

24/7 Customer Support

Fast Solution Implementation

Relationship Focused

BACKGROUND

The OnPage Customer Success team consists of knowledgeable, friendly support professionals. Offering 24/7 assistance, the team addresses any customer issue or question regardless of the time or day. Customer Success recognizes the importance of client relationships and always aims to achieve maximum customer satisfaction. OnPage Support provides step-by-step walkthroughs, ensuring that customers have their OnPage incident management system implemented successfully.

THE CHALLENGE

Prior to adopting its own incident management solution, Customer Success used email to receive customer support requests. Email complicated the support process, and it prevented the customer success workload from being evenly distributed. Workload fatigue was common. Customer Success required an automated, intelligent alerting system to streamline operations and provide exceptional customer support.

GOALS

- Improve service-level agreements (SLAs)
- Allocate work across the Customer Success team
- Maintain high levels of customer support

THE SOLUTION

OnPage's incident management system advanced and grew concurrently with the company over the years. Today, OnPage is an industry-leading, critical alerting and secure messaging solution that is trusted by large and medium-sized organizations in several industries.

The OnPage system is comprised of a web management console and mobile application. It is equipped with on-call schedules, high-priority mobile alerts, alert escalations, real-time message statuses and post-incident reports.

OnPage Customer Success now leverages its own OnPage system to provide immediate, reliable client servicing. OnPage automatically triggers intrusive, persistent mobile alerts when support tickets are created via Jira Service Desk, email and/or voicemail. OnPage ensures that Customer Success is instantly notified of support tickets to improve incident resolution time. Critical response is central to maintaining great customer relationships.

PROCESS INSIGHTS

Following ticket generation, Customer Success receives OnPage "ALERT-UNTIL-READ," eight-hour alerts on mobile. High-priority notifications bypass the silent switch on all devices to ensure Support never misses a critical alert.
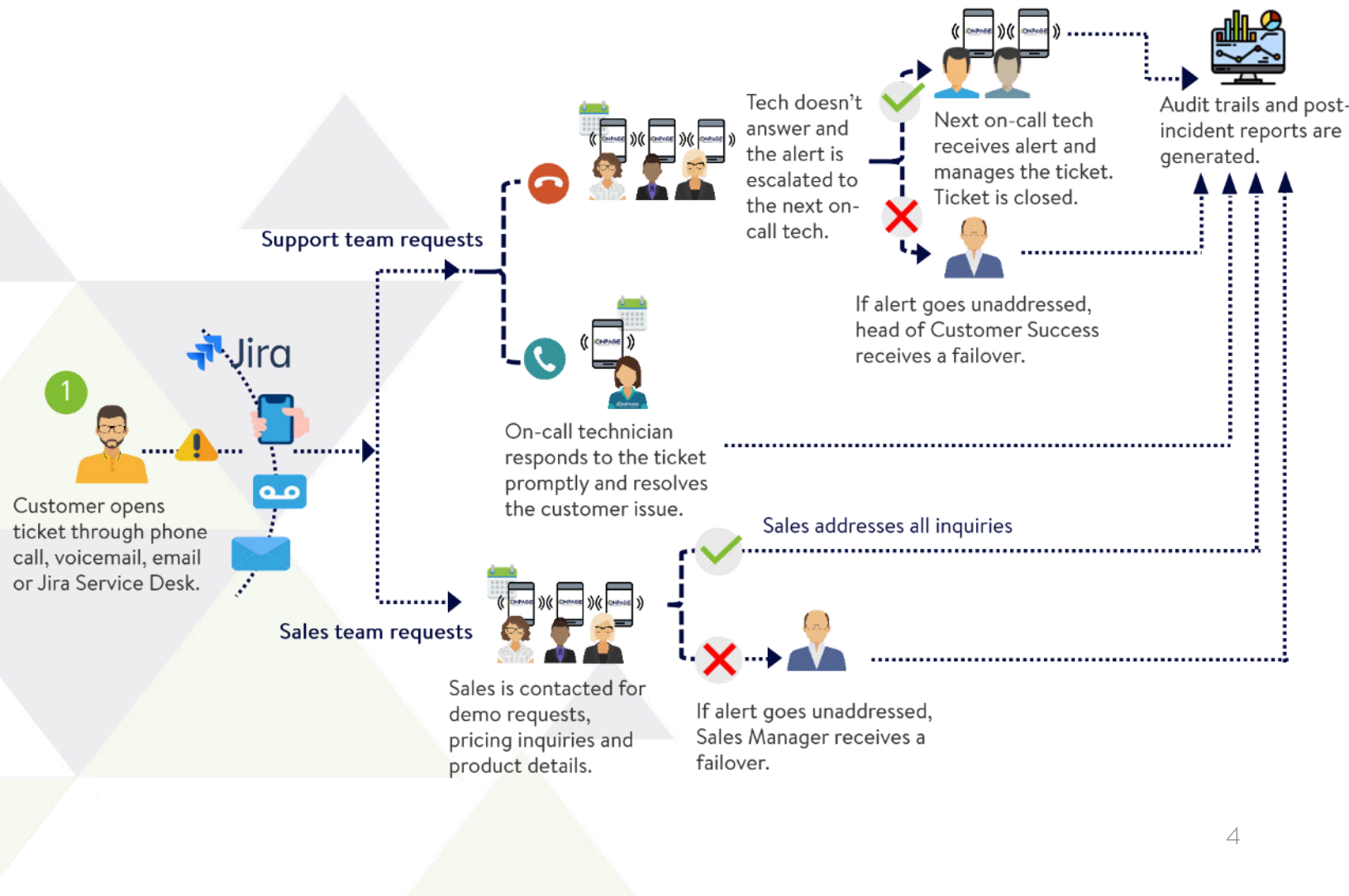
Once the alert is received, the on-call Customer Success technician manages, resolves and closes the ticket. OnPage post-incident reports are then generated to provide insight into the technician's response time and incident management performance.

If the first technician is unavailable, OnPage escalates the alert to the second technician in line. This ensures that support requests are always addressed. Following ticket resolution, post-incident reports are generated.

If the alert is sent to the escalation group and does not reach an on-call technician, management will receive a failover report consisting of message tracking information for the failed escalation. Post-incident, downloadable reports are available at the end of this sequence.

At times, the Support team receives sales-based queries from current and potential customers (Figure 1). In this case, Support will use the OnPage app to forward the alert to Sales. The alert will escalate across the Sales team until it is addressed and answered. If not managed, the Sales Manager will receive a failover report. Post-incident reports and audit trails are also generated.

Fig. 1: How Customer Success uses OnPage

Tech doesn't answer and the alert is escalated to the next on-call tech.

Next on-call tech receives alert and manages the ticket. Ticket is closed.

Audit trails and post-incident reports are generated.

If alert goes unaddressed, head of Customer Success receives a failover.

Support team requests

On-call technician responds to the ticket promptly and resolves the customer issue.

Customer opens ticket through phone call, voicemail, email or Jira Service Desk.

Sales team requests

Sales is contacted for demo requests, pricing inquiries and product details.

Sales addresses all inquiries

If alert goes unaddressed, Sales Manager receives a failover.

AFTER-HOURS SUPPORT

OnPage Support is available 24/7 and assures immediate response to time-sensitive customer issues. Support is always logged in to the OnPage system regardless of the time or day (Figure 2).

Technicians are placed in the OnPage system's digital, on-call scheduler to achieve an even distribution of after-hours work. Fair distribution of work helps technicians overcome burnout and fatigue during early and late-night hours.

Technicians leverage the OnPage app to securely communicate with one another during after hours. Support team collaboration ensures that customer-initiated tickets are always managed properly.

Fig. 2: OnPage incident management system

THE RESULTS

OnPage's incident management system has further solidified Customer Success's exceptional service. Paul Ware, OnPage's technical support manager, states that, "The OnPage system allows our team to quickly get back to the customer. This builds customer trust and ensures clients continue to rely on OnPage Support for all their critical needs."

Results from using the OnPage system include:

Fast Response: After the ticket is opened, Support addresses and **resolves the customer issue in under two minutes**. OnPage Support is required to respond to the customer ticket within two hours. Response is provided well below the required response time.

Instant Notice: OnPage alerts are loud and easily distinguishable from all other mobile notifications. **Notifications are triggered to the on-call technician in seconds**. This allows for instant response and support ticket resolution.
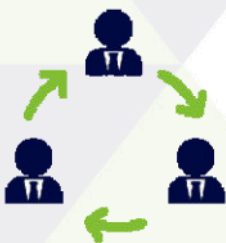
Eliminate Burnout: On-call schedules have **eliminated after-hours technician burnout and fatigue**. An equitable workload results in more refreshed and "ready-to-go" technicians.

ABOUT ONPAGE

OnPage's award-winning incident alert management system for IT, MSP and healthcare professionals provides the industry's only ALERT-UNTIL-READ notification capabilities, ensuring that critical messages are never missed. OnPage enables organizations to get the most out of their digital investments, so that sensors, monitoring systems, and people have a reliable way to escalate urgent notifications to the right person immediately.

OnPage's escalation, redundancy, and scheduling features make the system infinitely more reliable and secure than emails, text messages and phone calls. OnPage shrinks resolution time by automating the notification process, reducing human errors and prioritizing critical messages to ensure fast response times.

Whether to minimize IT infrastructure downtime or to reduce the response time of healthcare providers in life and death situations, organizations trust OnPage for all their secure, HIPAA-compliant, critical notification needs.

CONTACT US

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