Giva™

Customer Case Study

CASIO.

Since 1946, Casio Computer Co., Ltd. has been a worldwide leader and innovator in consumer and business electronics and sells products in more than 100 countries around the world.

Results

Casio chose Giva eCustomerService™ and Giva eKnowledgeManager™ as the single solution for its USA and Canada customer service call center operation. The Giva Service Management Suite™ provided Casio with:

- A 100 percent Web-based call center software solution

- Real-time reports for Tokyo headquarters that help improve Casio product set-up and ease of use

- Integrated knowledge base and FAQ section to speed issue resolution and increase customer satisfaction

- Automated workflow tools to drastically reduce paper-based business processes

- A fast customer service software application allowing agents to quickly process customer calls to keep hold times low

- A flexible solution that allows point-and-click customization changes with no programming required

- Significant cost savings and rapid ROI using the hosted Giva On Demand Software™ option

- A stable, industrial strength customer service software solution supported by top-flight service and support

The Challenge

by Benson Smith
USA Customer Services Director,
Casio Computer Co., Ltd.

Casio receives many thousands of customer phone calls and email inquiries per month from our customers in the US and Canada. As part of our commitment to total product quality, we wanted to provide our Tokyo headquarters with information on call volume by call type, root cause, product model, and call solution to help product development make improvements in product set-up and ease of use. Ultimately, this will allow us to build better products and better service our customers. We hit a roadblock because our previous customer service software lacked sufficient reporting.

We were also looking for a call center solution with integrated knowledge base software. To help us improve the consistency of information we provide and enable us to more quickly train new customer service agents, we wanted to be able to give both our agents and customers access to an online FAQ and knowledge base of known problems and solutions.

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We knew that providing our customers with 24 x 7 access to information via our Web site would improve customer satisfaction, since they could find their own customer service solutions at any time. Our objective was to lower support costs by decreasing the number of phone calls and emails we receive.

We also wanted to be able to answer customer calls with knowledge of any other issues they recently had. We wanted to automate the workflow of our paper-based business processes to enable us to reduce manual and time consuming follow-up work with other departments.

The Solution

Since we are an international company with strong brand awareness and a reputation for quality and innovation, a number of vendors were interested in winning our business. We completed a thorough analysis and placed four enterprise software vendors on our short list. When we compared the customer service software from these four vendors, Giva eCustomerService stood out far and above the other products in terms of reporting, ease of use, functionality, and overall value. Giva eCustomerService is more flexible and easier to configure. The other call center solutions were harder to work with, as well as less intuitive and adaptable. The Giva customer service solution does not require any programming—set-up is mostly point-and-click with step-by-step instructions.

Because Giva provides "high touch" customer service, we trust them with to provide the infrastructure with which we service our customers. Giva assisted us in getting a trial up and running

and then spent a lot of time in working with us to help us gracefully move from our old system to Giva.

Giva got deeply involved in all aspects of the implementation—they took full ownership for it. They dedicated project managers and staff to our implementation, saving our IT and customer service resources.

We were impressed with Giva's willingness to accommodate our requests. For example, the Giva implementation team spent many hours cleaning up 1,000s of rows of customer profile data in preparation for the cut-over to the new system.

Giva understood our desire and passion to provide exceptional customer service—they knew that we could not let our call center service level metrics decrease during the training, trial, or cut-over. In fact, it was Giva's own ability to provide Casio with exceptional customer service that was one of the key reasons why we selected Giva.

Giva came to our facility and worked closely with our customer support team to understand our requirements, workflow, and business processes. They used this information to optimize the configuration and customization of Giva eCustomerService.

It was critical that we made the cut-over on schedule. The Giva implementation teamed work around the clock in New Jersey and California—Giva met every single milestone and we made our cut-over on schedule. Giva delivered beyond our expectations.

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> **"Giva real-time reports allow us to carefully monitor customer service key metrics, hour-by-hour and minute-by-minute with no special reporting program, custom coding, or training."**

> **"We undertook a thorough independent analysis of hosted versus installed solutions. We found that there are many soft costs of owning software and concluded that we would see dramatic savings by having Giva host the solution for us."**

Giva trained our call center agents in one-hour onsite sessions. The Giva call center software is easy and intuitive to use. As our call center continues to grow, we will be able to train our new agents very quickly.

The Result

Giva real-time reports allow us to carefully monitor customer service key metrics, hour-by-hour and minute-by-minute with no special reporting program, custom coding, or training. Our agents have access to reports that help them monitor their own progress throughout the day. Since the Giva call center solution reports are real-time, all we have to do is point and click to run reports to get results.

Headquarters is very pleased with the quality and level of detail that we can now provide. We are using this information to improve product ease-of-use and the out of box experience we give our customers. Since we now provide detailed reporting, headquarters now better understands our call center challenges.

Giva is 100 percent Web-based—we do not have to deploy any client software. Tokyo headquarters can log into the application and review reports from our US and Canada call center any time.

The Giva customer service software applications are very fast. They allow our agents to quickly open service requests and handle a high volume of customers more efficiently than our previous system or the other systems we evaluated.

Giva is also easy to use. Our agents were able

to get up to speed quickly. Speed and ease-of-use are important when our call volume spikes and there is a lot of pressure to quickly process customer calls to keep the hold time low. The Giva customer support software has directly helped us improve in this area.

We continue to be impressed with the flexibility of the Giva system. It is easy to make changes to the Giva solution.

Initially, we were interested deploying Giva eCustomerService solution locally on our own infrastructure. However, after carefully analyzing the total cost of ownership, we concluded that the hosted on demand software version made sense for us.

We undertook a thorough independent analysis of hosted versus installed solutions. We found that there are many soft costs of owning software and concluded that we would see dramatic savings by having Giva host the solution for us.

We evaluated the infrastructure and environment at Verizon Business, where Giva hosts its on demand solution. They have a reliable, bulletproof infrastructure, and we have had 100 percent uptime and excellent performance. Of course, we have the option to host Giva eCustomerService on our own infrastructure at some point in the future, if we choose. We like this flexibility.

After having worked with a number of resellers of other vendor's products, we prefer Giva's direct sales and support approach. Resellers generally do not have strong ties with the technical support and R&D teams, but with Giva, we

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"Giva is a great company that stands above many vendors in the industry. They stand behind their products with top-flight service and support."

rapidly receive answers to our questions. For example, we requested some enhancements so that the customer service software would better meet our needs. Giva quickly built, tested and released the new enhancements. With this high level of responsiveness, we know that we have found an excellent partner that we can trust.

We increasingly find that as the industry matures, many call center and customer support software vendors have generally become much less responsive to their customers' needs. This is especially true in providing incremental enhancements. The Giva customer support and product development teams have been there for us long after the sale—they continued to exceed our expectations.

Giva tells us their model for success is simple. They tell us that customers are the center and cornerstone of Giva. We believe it.

We operate a high volume call center with pressure to achieve high service levels every day. We needed a product that was easy to use and that provided significant value to our organization. We looked carefully and thoroughly at the market over a long period to make sure we make the right strategic decision for our call center. We know we made the right decision to trust Giva with our mission critical call center solution.

Giva has proven to be a stable, industrial strength product. Giva is a great company that stands above many vendors in the industry. They stand behind their products with top-flight service and support. We are delighted everyday with the exceptional results we are achieving.

Benson Smith
USA Customer Services Director,
Casio Computer Co., Ltd.

About Giva, Inc.

Giva provides the Giva Service Management Suite,™ a command and control center for all request management business processes— from customer service, IT help desk, asset management, knowledge management and IT change management to employee service requests and sales inquiries. The Giva service management solution provides a single, integrated suite of applications that can help companies rapidly reduce costs, speed issue resolution, and increase customer satisfaction. A private company headquartered in Santa Clara, California, Giva is a global company serving customers around the world.

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