



韓國비즈니스서비스(株)



“Our engineers now respond to customers faster than ever, leading to greatly improved customer service and an enhanced corporate image.

— Kee-bum Park, manager of technical support division, Korea Business Service



Korea Business Service increases customer satisfaction and maximizes cost-effectiveness with WebEx



INDUSTRY
IT

WEBEX APPLICATIONS
WebEx Support Center

SUMMARY

As the nation's first software-specialized company, Korea Business Service introduced WebEx Support Center for their software sales and relevant technical support situations. This allows the company faster response to customer calls, which has led to increased customer satisfaction and cost-savings.

ABOUT Korea Business Service
Line of Business

Korea Business Service is distributing software from world's leading companies to their local market and providing the associated technical support.

Headquarters
Seoul, Korea

Number of Employees
Approximately 50

WebEx Customer Since July 2004

Established in 1973, Korea Business Service is the first software-specialized provider in Korea. The company has played a key role in developing information technologies and enhancing customers' competitiveness by selecting products through its own preview and evaluation processes and providing solutions most suitable for the local market.

Korea Business Service has introduced products from the leading software companies such as Computer Associates (CA), Compuware, Veritas and Mercury into the nation. Serving as sole distributor for independent software vendors—including IBM, Symantec, Mercury, Syncsort and CA—the company provides sales and technical support for software and service sectors. It's a strong small business with annual revenue of more than 10 billion won.

The Challenge

As the nation's first software-specialized distributor, Korea Business Service provides training, technical support and other services to local customers and sells solutions from the world's leading software vendors. However, the company began to experience physical and time limitations in providing high-quality technical support to its more than 200 customers.

With only a limited number of engineers, the company was finding it difficult to provide fast and efficient technical support to its growing customer base: each engineer could provide support to only one or two customers a day. As a solution provider, the company needed to improve customer service to enhance its corporate image and

competitiveness.

To reduce costs and the time required to send engineers out to the field to support its customers, Korea Business Service investigated the feasibility of using remote-support services as a solution.

The Solution

Beginning April 2004, the company conducted a thorough, two-month evaluation of various remote support solutions, assessing performance, price, and ease of use. In addition, the company strongly believed that the remote support tools they selected to resolve their support issues should be easy and convenient for their customers to use.

In July 2004, Korea Business Service introduced WebEx Support Center.

Using WebEx Support Center, Korea Business Service now quickly provides critical customer service in emergency situations—such as failure at a customer site, troubleshooting after business hours, and during holidays—and for regular remote equipment monitoring and controls. Korea Business Service customers are very happy with this solution since they now receive high-level technical support, whenever they need it, without needing to install or use complex software.

What makes WebEx different from other service providers is that it runs its applications on the private MediaTone Network. This provides fast, secure connections. Customers simply use a browser to access WebEx services—any time, anywhere.



With WebEx Support Center, Korea Business Service can now monitor and control their customers' remote desktops in real time. In addition, the ability to start a support session from their CRM application enables support staff to immediately know what is happening at the customers' site and apply corrections. It helps customers receive quick resolution of simple problems, improving productivity and satisfaction for customers as well as reducing customer support costs for the company.

The Benefits

The biggest benefit Korea Business Service has realized since launching WebEx Support Center is significantly higher productivity for its engineering staff. Before Support Center, an engineer had to go onsite, and could resolve only one or two cases a day. Since adopting Support Center, each engineer now resolves more than five cases day on average.

Now, even customers in remote areas benefit from real-time support.

One of biggest intangible benefits of using Support Center is that Korea Business Service support staff can now see and control customers' desktops anytime and anywhere, providing faster response and resolution to customers over the phone or via email.

"With WebEx Support Center, our engineers have greatly improved their productivity and the company has realized significant cost savings," said Kee-bum Park, manager of technical support division, Korea Business Service. "Our engineers now respond to customers faster than ever, lead-

ing to greatly improved customer service and an enhanced corporate image."

Korea Business Service is now studying the feasibility of expanding use of WebEx Support Center throughout the company.

WebEx Support Center is easy to implement, requires no new hardware or software, and does not store user information permanently. WebEx keeps user information secure and confidential by using 128-bit SSL and AES encryption modules.

HIGHLIGHTS

- As a way to minimize both the cost and time required to support its customers, Korea Business Service selected WebEx Support Center. The key driver for choosing the solution was ease of use.
- Engineers have more than doubled the number of support issues they're able to resolve daily to more than five, resulting in greater customer satisfaction.
- Korea Business Service is so pleased with the results of using Support Center, they're now considering implementing additional WebEx solutions throughout the company.