Toonimo

BMC Software inc.

CASE STUDY

bmc

Average of

↓**60%**

Reduction in opened chat sessions

Average of

↑**25%**

Increase in customer-guided searches on the BMC support bar

Background

BMC Software Inc. is a leading private US technology company. It is involved in performance management, IT service management, virtualization lifecycle management, data center automation and cloud computing management. is now heavily invested in cloud computing technology. In this arena, it is working alongside VMware and Cisco to create a unified computing system a.k.a. 'A Private Cloud in a Box.' BMC Software Inc. offers workable solutions for increasing service desk productivity, accelerating application delivery and providing rapid security fixes. Its hybrid cloud environment supports digital innovation with multi-sourced cloud platform technology.

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The Challenge:

BMC Software Inc. wanted to increase the scalability of its customer support operations. The company wanted to sharply reduce its high support costs by tackling the issue of high numbers of chat initiations. The overarching objective was to streamline its customer service operations by adopting a self-service approach to customer query resolution. Customers had already indicated their preference for innovative ways of learning about the software and services of BMC and receiving assistance from the company.

The objective was to reduce the lengthy telephone wait times with customer support representatives. BMC did not want to further complicate its customer service operations, and displayed a preference for an intelligent service upgrade. BMC recognized that customers wanted quick solutions to standard questions and queries. BMC Software Inc. needed to adopt an easy-to- understand, innovative solution for the customer support function.

Challenge

- Reduce its high support costs
- Adopting a self-service approach to customer query resolution

Solution

- Adding Toonimo before initiating the chat button
- Toonimo proactively directing customers to the search BMC support bar

Results

- Average of 25% Increase in customer-guided searches on the BMC support bar
- Average of 60% reduction in opened chat sessions

The Solution:

The challenge for BMC Software Inc. was how best to achieve its objectives without adding to its cost structure, or the complexity of the customer service function. The company decided to implement Toonimo's 'Support Menu' on its platform to allow for rapid self-service solutions for customers. The 'Search Bar' was strategically positioned 1 stage prior to chat functionality being initiated. This gave customers the opportunity to resolve their queries without resorting to customer service reps. The self-service solution reduces the workload for customer support representatives, and empowers customers to seek out their own solutions without becoming frustrated with lengthy wait times.

Since the Toonimo 'Search Bar' offers an effective and targeted solution for customer queries, customer satisfaction rates improved dramatically. Additionally, the external solution was fully integrated with BMC's operations, without any involvement whatsoever with the IT department of BMC Software Inc. This saved the company on multiple fronts, including software development, time, and money. The solution was seamlessly integrated into the existing customer support function to provide maximum efficiency of customer support operations. Plus, it helped to minimize overall costs, increase ROI, and improve the quality of the customer experience.

The Results:

BMC Software Inc. adopted the Toonimo 'Search Bar' solution to bolster its customer support function. The effect was felt immediately, with an instant reduction in the number of incoming chat requests. Users quickly adopted the enhanced search functionality and sought out solutions for themselves. Question & Answer databases reported a strong uptick in usage, and complementary support portals were also being accessed by customers.

The inclusion of the Toonimo 'Support Menu' inculcated users with a self-oriented search mindset, which they had been calling for all along. The net results were startling: Incoming support requests dropped off sharply, and customer support agents could attend to high-importance queries that required specialized knowledge, time and assistance. Overall, BMC Software Inc. is saving money and reducing support agent turnover. User satisfaction levels have improved sharply as customers can now take control of their support requirements and complete complex tasks on their own. This increased customer satisfaction levels and reduced overall frustration.

About Toonimo

Toonimo humanizes the web user experience with engaging digital walkthroughs.
The SaaS platform enables organizations to add an overlay of human voice and customized graphical coach marks that engages visitors, showcases key offers and guides users through website funnels.

Toonimo offers a comprehensive analytics dashboard in order to track user engagement and conversions. Driven by an intelligent decision engine, Toonimo personalizes the web userexperience, encourages self-service, increases conversion rates and improves user engagement.

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