islonline

Live Chat and Remote Desktop Support
Case Study: Arsys

islonline

WHO IS ARSYS

www.arsys.net
www.arsys.es
Spanish Cloud Service Provider
330,000 customer contracts worldwide
1,500,000 active services
24/7 Contact Centre
306 highly qualified professionals
100 professionals in the Contact Centre
1,000,000 queries/year

ARSYS NEEDS

To increase the number of the
support tickets resolved
To improve the customer support
service

SOLUTION

ISL Online Corporate Server License
Remote desktop, live chat and web confe-
rencing software included
Unlimited number of workstations
Unlimited number of operators
Unlimited number of clients
Unlimited number of simultaneous sessions

ARSYS REQUESTS

Live monitoring
Powerful reports
Advanced statistics
Session data export to SQL
Integration into CRM software
Personalised live chat template

BENEFITS

Better control over the chat flow
Transparent view of the real-time situation
Improved performance of the chat agents
Well-documented chat and remote desktop session recordings
Better prediction of the rush hours and optimisation of the help desk workload
Shorter waiting window for clients
Faster ticket resolution
Measurement of the impact of live chat and remote desktop
Visibility of the chat process through CRM

Arsys

Arsys is a leading Spanish Cloud Service Provider, offering more than 1.5 million active services to over 330,000 customer contracts worldwide. Their multi-channel 24/7 Contact Centre, which employs 40% of Arsys' whole team, is considered one of the best in the industry. More than 100 highly qualified professionals from Arsys' Customer Service Team solve over 2,700 queries a day through various support channels adding up to a million each year.

24/7	100	2700	20%
Contact Centre	Professionals in the contact centre	Queries per day	Solved over live chat
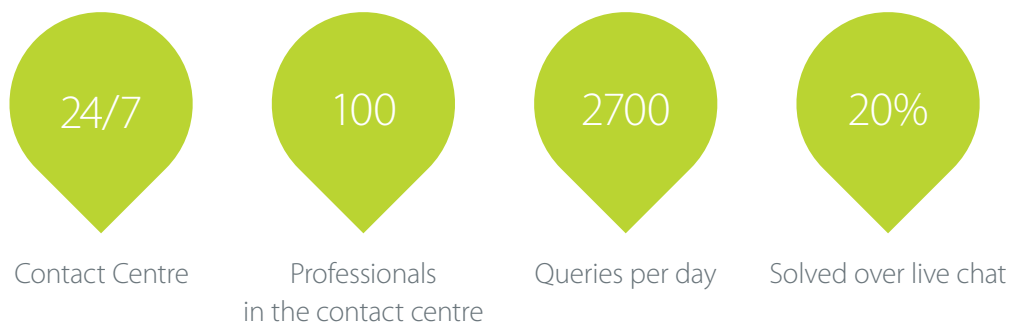
"We work hard to offer our customers the best support trying to reach ever-higher standards. In 2010 we were searching for a live chat and remote desktop provider and ISL Online offered the best price-performance services," explains Alvaro Rudíez, Arsys PR Manager. Since 2010 the number of support tickets resolved through live chat has been rising constantly and it has soon reached 20% of all queries.

Why ISL Online

With large numbers of clients' calls coming to its Contact Centre each day, Arsys takes its support service very seriously and does not allow any compromises when it comes to choosing the support tools. "We needed a professional and reliable live chat service with a possibility of starting a remote desktop session in order to connect and control a remote computer. ISL Online was by far the most convincing product with great price-performance ratio," says Rudíez.

Arsys has chosen a corporate server license which includes remote desktop, live chat and web conferencing software and does not limit the number of simultaneous sessions, operators, clients or workstations. The ISL Conference Proxy (ICP) was installed into Arsys' proprietary server guaranteeing total independence and maximum privacy.

## Making live chat and remote desktop the top support channel

"While the trend of growing live chat support continues, we notice increasing importance of this particular support channel. In combination with the remote desktop tool which is included in ISL Online license, it is also one of the best performing ones. That is why we want to push this type of support to the top of our helpdesk services," Alvaro Rudíez explains the company's intentions.

With its client portfolio getting bigger and active services span widening in 2014 Arsys has asked ISL Online to develop advanced features and add detailed real time reports in order to optimise its live chat and remote desktop support and make better use of the statistical data gathered during the sessions. ISL Online took the challenge and successfully implemented all of Arsys' demands fulfilling all of its expectations.

Powerful reporting and exporting the data into SQL databases

ISL Online has developed an advanced reports module for the server license, which gives Arsys a detailed overview of how the remote desktop and live chat services are being used in their organisation. To measure the impact of live chat and remote desktop, Arsys can export the gathered information to any of the supported SQL databases (MS SQL, MySQL, PostgreSQL) and perform advanced calculations without burdening the production server.
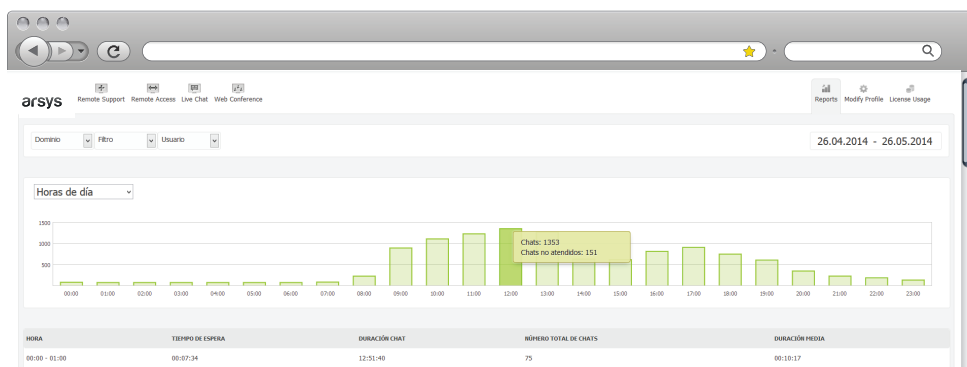

One of the featured reports, the Hours of the day report, gives Arsys a good overview of the busiest hours of the day. Just a quick glance of the above graph tells us that the rush hour in the selected time frame is from 12.00 – 12.59. Looking at this and other available reports allows Arsys' managers to optimise the help desk workload and the performance of the chat agents, which results in benefits such as a shorter waiting window for clients and faster ticket resolution.

Live monitoring

Upon Arsys' request ISL Online has developed a live dashboard allowing live monitoring of live chat activities. With real-time and daily statistics presented in a form of nice graphs and charts, the live dashboard running on ICP server offers a transparent view of the real-time situation and better control over the chat flow.
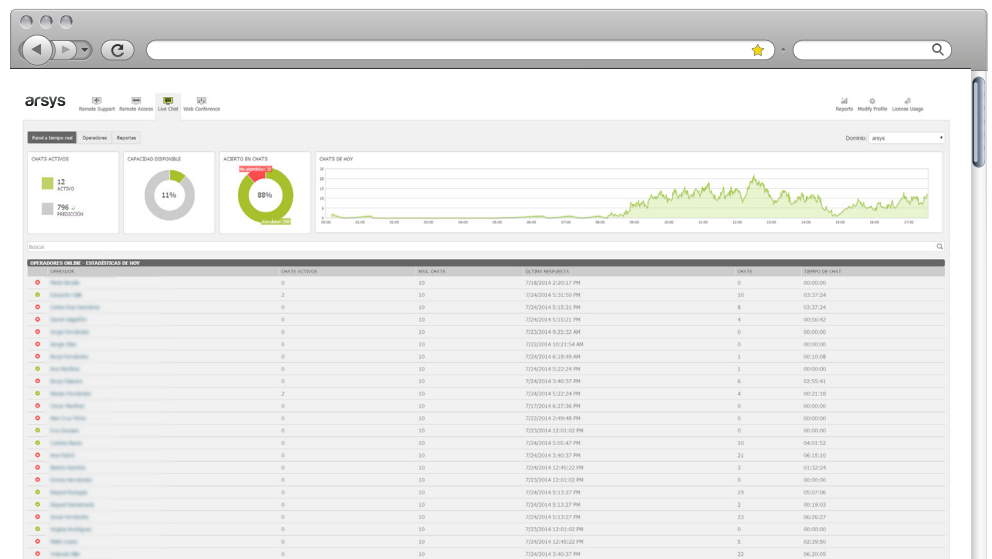
The information displayed on the dashboard is refreshed automatically and includes (from left to right):

• The number of active chats and the number of total chats predicted for a particular day (for that day).

• The percentage of used resources.
A pie chart shows the number of active chats calculated on the maximum number of chats and the number of available supporters.

• Chat success.
A percentage shows the number of answered chats vs. the number of unanswered chats on a particular day (on that day).

• Chat activities on a particular day (on that day).

Below the live data pane, there is a list of all supporters and their activities on a particular day. By clicking on a supporter's name, statistical information about a single supporter for that particular day will open, including also the list of chats that this supporter has answered and the chat transcript for each of his/her chats.
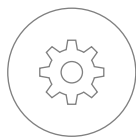
Integration into the existing CRM software

Integrating live chat service into its existing CRM software was one of the Arsys' key requests since they wanted to give the visibility of the chat processes and conversations to everybody in the company and not only to the chat team. "The goal of joining support, sales and management teams was to get the maximum out of the customers' information gathered through live chat and remote desktop sessions," explains Mr. Rudiez from Arsys.

Step 1
Arsys

CSV Files with custom fields, values and relations between them were prepared by Arsys.

Step 2
ISL Online

ISL Online created CSV PArser which transforms CSV files into JSON object required for rendering of custom fields inside the ISL Pronto Client.

Step 3
ISL Online

ISL Pronto Client supports the new JSON specification and displays JSON defined custom fields.

Step 4
ISL Online

ISL Pronto module for ICP allows inserting and updating of custom fields from ISL Pronto Client for each chat.

Step 5
Arsys

Parsing of custom fields and inserting them to CRM via XMLMSG interface of ICP was done by Arsys developers.

ISL Online and Arsys development teams worked together on this project. ISL Online took over the technical part, adapting the ISL Pronto live chat to Arsys' needs, while Arsys defined the content in the CSV files matching their CRM categories. Future maintenance of the content fields stays in Arsys' hands thanks to the new functionality in the ISL Pronto Module allowing the administrator to upload a JSON configuration object for custom fields.

Benefits

»With the live monitoring and powerful reporting possibilities the ISL Online team developed for us we have been able to optimise the performance of our professionals in the Contact Centre and raise the already high standards of our customer service, « Rudíez recognises the advantages of the upgrade.

Key benefits that Arsys has noticed since the upgrade of the live chat support
- Better control over the chat flow
- Transparent view of the real-time situation
- Improved performance of the chat agents
- Well-documented chat and remote desktop session recordings
- Better prediction of the rush hours and optimisation of the help desk workload
- Shorter waiting window for clients
- Faster ticket resolution
- Measurement of the impact of live chat and remote desktop
- Visibility of the chat process through CRM

About Arsys

Arsys is a leading Spanish Cloud Service Provider offering Internet solutions to companies and SOHOs. Being a pioneer in Cloud Hosting in Europe through its commitment to innovation, Arsys provides an easy integration of Information Technology into businesses with a wide range of Web Presence, Managed Hosting and Infrastructure services.
With 330,000 customer contracts, Arsys is a wholly owned subsidiary of United Internet Group, a public company with a market cap of more than 5 billion euros. Arsys has a staff of over 300 employees and manages three Data Centres in Spain, hosting over 200,000 web pages and 1.4 million email accounts.

About ISL Online

ISL Online, one of the pioneers of the remote desktop industry, provides cloud-based remote access, remote desktop, live chat and web conferencing solutions to connect quickly, simply and securely millions of Internet-enabled devices across the globe. Designed for consumers, mobile professionals and IT organisations, ISL Online's solutions empower over 200,000 business users like Konica Minolta, Raiffeisen Bank, Mitsubishi Electric, Bahrain Telecom and Coca Cola to create more than 10 million sessions yearly. Since its foundation in 2001, the company has managed to keep a constant focus on offering superior products and services at a cost that produces a strong ROI.

Try ISL Online

The first 15 days are on us.
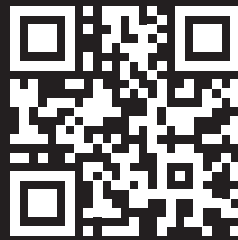
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