



Customer Spotlight



insights for the life of your business™

Using Support Center Practices (SCP) Certification as a Roadmap to Success

Growth-oriented small businesses that view their accounting as essential to making better business decisions continue to choose Best Software for its trusted management tools.

Best Software maintains a more than 25-year tradition of providing award-winning accounting solutions that bring small businesses the insight they need into their business.


The Best Software Small Business Division Customer Support and Services Organization has more than 100 agents providing support for Peachtree accounting products including Peachtree Premium Accounting, Peachtree Complete Accounting, Peachtree Accounting, and Peachtree First Accounting. Best Software and its parent company, The Sage Group plc (London: SGE), supports 3.6 million customers worldwide generating revenue in excess of \$899.7 million.

The Best Software Small Business Division emphasizes the importance of customer satisfaction and the significance of customer retention - including how retention affects the company's bottom line results. As such, Best Software stays highly competitive and focused, capturing new opportunities as they develop.

"There is considerable energy and excitement being part of Best Software," states Ron Taylor, Senior Vice President, Support and Service for the Best Software Small Business Division. "Best Software is a Support Center Practices (SCP) Certification program sponsor and a huge advocate of the SCP Certification program. And it's easy to see why. SCP helped provide us with a clear focus on the ROI opportunities within our support organization along with an excellent framework to create and maintain the discipline to sustain these improvements long-term."



17075 Via Del Campo, Suite 200
San Diego, CA 92127
Tel: 800.552.3058 or 858.674.4864
Fax: 858.674.1192
info@servicestrategies.com
www.servicestrategies.com



The SCP program quantifies the effectiveness of customer support, establishes a foundation to build on existing processes, and provides a clear focus on measurable results. In addition, comprehensive annual audits help to ensure that the Best Software Small Business Division continued to meet the requirements of over one hundred business elements defined in the program.

"The SCP program is an exceptional roadmap," states Kevin Durio, Director of Customer Service & Support for the Best Software Small Business Division. It lays out all the groundwork, identifies processes, and brings out the detail we need to manage and improve our operation."

"I believe that without the SCP program, a typical support manager or director may only be looking at perhaps 1/2 the elements that SCP addresses," said Durio. "Going through the SCP certification process forces an awareness of so many improvement opportunities that normally never reach the radar screen, but are key building blocks for a successful support organization."

Since first achieving SCP Certification in 2001, customer satisfaction ratings have increased dramatically - a full 7% points in the last two years. "A Customer Satisfaction number alone is just part of the equation", says Taylor. "It's more important to understand how this number translates into delighted and loyal customers who continue to buy your products and services. That is what matters to us. We analyze our Customer SAT results on a daily basis and have used the improvement feedback from our annual SCP audit to help us make better business decisions for our customers. Being recognized as one of the top support organizations within our industry continues to come second to our desire to be the "number one" small business solution provider in the eyes of our customers."

"There is a significant side benefit to this as well," states Durio. "Customer satisfaction and retention are mission-critical components of our business. As a result, our Support and Service division is viewed as a vital component to the success of our company. It's a great environment and our people know that they are an integral part of the company's bottom-line success."



Personal Customer Connections

"We are continually seeking ways to improve and I believe it comes across in our customer interactions," said Durio. "As an example - we conduct daily surveys with our customers and it is a personal goal that we respond to the results of those surveys within 24 hours. It might be as simple as 'Hi Ms. Smith, we noticed on the survey you took yesterday that your issue was not resolved on the first call with us.'"

"We want our customers to know that we value them, that we are listening, and that we are continually looking for ways to improve our support services," adds Durio. "A side benefit is the increased participation rate we are experiencing as customers are recognizing our willingness to listen to them and then make the improvements they are suggesting."

Taylor shares another example - "Periodically we have our support agents make outbound calls to Best Software support plan customers that have not actively taken advantage of the service, since they have not contacted us during the last six months. We want to ensure they have had a successful installation and are comfortable with taking full advantage of our software's capabilities."

"This approach is very proactive," adds Durio. "It's a significant investment since we use our most senior support analysts to make the calls and ensure that customers are given an extremely positive experience. We've made as many as 1,000-1,500 calls per month. It demonstrates to our customers the commitment we have towards making them feel valued and appreciated as Best Software customers."

The Future

"Driving change and improvements, progressing, brainstorming, developing action plans - have all become a living part of our Best Software culture," says Durio. "We do not view customer service as a goal you reach and then no longer need to work towards. You cannot fool yourself into believing that your customer's expectations will not change. Our continued participation in the SCP Certification program helps us incessantly improve and refine our support offerings. Looking back four years, there were large areas - chasms - to address. As we continue to improve, we are now tackling the smaller things that many companies may never even consider - much less address."



Ron Taylor adds, "The SCP program is revised annually and they keep raising the bar. What was good last year may have changed. Technology developments may affect abilities to provide different levels or types of service. The industry has come a long way since support meant calling Monday through Friday between 9am and 5pm and hoping to get reasonable answers. Customers demand - and they certainly have every right to expect - superior, attentive service for their investment. At the end of the day, customer satisfaction is not a number or a percentage. It is what our customers' tell us is good. And the SCP Certification program helps us deliver at those increasingly high levels."

About Support Center Practices (SCP) Certification

The Support Center Practices (SCP) Certification program addresses service quality issues that affect the rapidly growing technology support industry. A consortium of forty sponsor companies created the program along with Service Strategies Corporation. These companies contributed their insight and perspective into defining the key elements required for delivering World Class support.



To learn more about the Support Center Practices (SCP) Certification program and what it can do for your support organization, contact **Service Strategies Corporation** toll free at 800.552.3058, via email info@servicestrategies.com, or visit www.servicestrategies.com

