

## Connected Office Success is **CUSTOMER SATISFACTION**



**The mere notion of “having to” call a helpdesk is something that can bring tears to the eyes of grown men and women.** Generally speaking, trying to walk someone through a problem you are experiencing, using only the telephone, is never a fun task. The Utility Company is doing its best to change that perception with our refreshing **1-866-My-Utility** and **1-866-My-Utility Per Minute live helpdesk service...**

**Customer satisfaction** is a “measurement” of how products and services supplied by a company meet or surpass customer expectation. Organizations, especially service-oriented ones, view it as a key performance indicator and tend to put a great deal of focus on the results of their customer usage surveys. They view the results as an indication of how successful they are at providing products or services to the marketplace.

What is satisfying to one customer may not be satisfying to another however. This makes the measurement of satisfaction a bit of an ambiguous or psychological concept. That being said, no matter how hard it is to measure, no one wants to score poorly. The Utility Company is no different in its desire to please its customers, but is **very different** from traditional technical support or service organizations in its **ability** to please.

### ***What do we mean by this?***

Every time one of our customers has an issue, or a “case is opened”, that customer has the opportunity to fill out a short survey following their support call. Usually the only time most people take the time to fill out an optional survey is when they have ‘a beef’ or something they want to ‘get off their chest’.

What is different about the responses we’ve received when polling our customer base, is that we see, time and again, that our customers are filling out optional surveys, on their own time, in order to heap praise upon:

- our technicians’ abilities,
- our response times,
- our mean-time-to-resolution, and
- our unique service delivery model that helps educate them during the process.

Obviously any company providing customer service would like to paint a picture of how painless, friendly and supportive they are. Tracking actual voluntary customer responses has been an ongoing process since The Utility Company began. Using the results of over 1100 surveys we’ve been able to see that, in terms of our customer’s experience with us:

- **0% of customers have rated us as “Less than good”**
- **In fact 88% rated us as “Excellent” and 12% as “Good”**
- **89% of all cases are resolved in under 30 minutes**
- **Over 50% of customer cases are resolved in under 10 minutes**
- **Over 80% of calls are answered (or responded to if a message is left) in under 3 minutes.**
- **Only 3.5% of all cases are escalated to “the field” (for on-site support)**

These are all phenomenal numbers, especially for a technical (IT) support firm, but what is even more exciting and interesting are the comments from the customers themselves...

Comments such as “**great service**”, “**knowledgeable**”, “**friendly**”, “**experienced**”, “**patient**”, “**helpful**”, “**outstanding**”, “**professional**” etc. are commonplace throughout our surveys even though our helpdesk engineers have to solve a variety of service issues (from simple printer problems to complex installations of corporate Enterprise Resource Planning systems) on a daily basis. But to give you a better idea of the types of responses we’ve received, here are some samples from real customers all over North America with different views on our unique way of serving them:

#### **On Technical Skills**

“Very quick, helpful and knowledgeable in resolving my printer issue!” - **Clyde Reed, Sacramento, CA**

#### **On Being Proactive**

“I didn’t call, the tech called me concerned with my back up session. For this I am so grateful.” - **Thomas Cotton, Brunswick, GA**

#### **On the Service**

“I love all of your tech’s. They are friendly, knowledgeable and willing to help.” - **Joselle Tully, Folsom, CA**

“The service is wonderful!!! Thanks!” - **Anne Morin, Ottawa, ON**

#### **On Friendly Experience**

“I would use this company again. Thank you so much for your help. I will tell everyone I know about your company and the nice people that work there. Thanks again.” - **Mary Durant, Brunswick, GA**

“Always a great experience. Thanks!” - **Kelly Williams, Chesterfield, VA**

“Refreshingly helpful. Thank you.” - **Christy Barton, Woodland, CA**

#### **On Ability to Take Remote Control**

“The tech was great to work with. He took control of the issue and worked until it was solved. I appreciate his great attitude and thoroughness.” - **Carole Dittmer, Sacramento, CA**

#### **On Educating the Customer**

“It was a pleasant experience – The technician was very patient - I just need to play with the new e-mail calendar to familiarize myself and possibly train others in the Agency.” - **Donna Mitani, Thunder Bay, ON**

“Very helpful! Problem solved and I’m better educated. Awesome work. You saved us from more than two whole days worth of work. Good job!” - **Dave Stalling, De Soto KS**

#### **On the Concept Itself**

“I am so impressed with your service, your company. I have been looking for someone to help us with all our issues, I am going to forward information to our headquarters to get the rest of corporate signed up with The Utility Company!” - **Benita O’Toole, Brunswick, GA**

“When I worked at Intel we had this type of support and I was very happy to see that a small company such as ours could also get this type of support ....my first experience has been rewarding!” - **Sher Patino, Roseville, CA**

#### **Utility’s View**

“Our stated goal has been to become *the trusted business technology advisor* to the small and medium-sized business,” stated Mark Scott, President of The Utility Company. “Obviously in order to achieve that, you need to be able to **gain that trust** in the first place, and customer service/satisfaction is instrumental to that. Our customer satisfaction results to-date are because of many factors, but it starts with a rock solid product offering that meets our customers’ needs. Building and properly training a phenomenal team to support that offering is next in the mix. We are satisfied that we have, and are continuing to grow, a team committed to the impossible goal of 100% customer satisfaction.

Probably our biggest differentiator though is our unique ability to support the customer remotely. This means no more ‘holding the customer’s hand’ or trying to ‘paint a mental picture’ in each other’s heads to solve a problem - our technicians can work directly with our customers and not only solve problems for them, but can help demonstrate and educate them on how they do it. This is what is leading the movement from helpdesk cringing to helpdesk accolades.”

#### **About The Utility Company**

The Utility Company® is a leading provider of virtual IT service and support for small and medium-sized businesses, delivering the required hardware, software and service for a monthly fixed fee per user.

Our Connected Office® service program provides a single point of contact to deliver and manage technology, communications and vertical line of business applications – **95% Remote; 100% Proactive.**

Customers are supported by local Utility Service Providers delivering on-site service and business-technology consulting to reduce spending and increase utilization – our Beyond Managed Services® franchise opportunity is available by prospectus only. Learn how to make technology work for your business today at [theutilitycompany.com](http://theutilitycompany.com)