



## Customer Case Study



VirtuRad is a worldwide leader in providing highly technical hardware and software products that deliver filmless diagnostic x-ray imaging to the medical world.

### Results

VirtuRad selected Giva eCustomerService™ and Giva eKnowledgeManager™ to streamline communication between its Field Service Engineers and its headquarters call center. The Giva Service Management Suite™ provided VirtuRad with:

- ✓ Increased integration between customers and field engineers throughout the country
- ✓ Increased service responsiveness and increased customer satisfaction
- ✓ Real-time reports, trend analysis, and business analytics to monitor customer satisfaction and other key metrics to accelerate corrective action when necessary
- ✓ Easy customization without programming or implementation consultants
- ✓ High responsiveness with BlackBerry® integration
- ✓ Reduced customer support costs
- ✓ High level of commitment, responsiveness, and attention

### The Challenge

by Sally Chambers

Vice President, Operations & Customer Care, VirtuRad

We needed highly functional customer service software to help us streamline communication between our Field Service Engineers and headquarters call center. We wanted to increase the productivity and efficiency of our field team and thereby increase customer satisfaction and lower the cost of providing customer support.

Our Field Service Engineers are geographically dispersed throughout the US. We wanted to automate the process of providing them with very detailed information from service requests

opened at our headquarters call center on behalf of our customers. We also wanted our Field Service Engineers to be able to two-way communicate with service requests via email to keep the call center updated on the status or their work. We also knew we wanted high quality reporting, trend analysis, and other analytics.

### The Solution

We hired a consultant to help us research and carefully evaluate many vendors in the customer support industry for a solution that would meet all of our unique needs. After an in-depth analysis, we selected the hosted version of Giva eCustomerService, a Web-based customer service solution and Giva eKnowledgeManager, a Web-based knowledge base application.



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We were easily able to customize Giva eCustomerService to our specific requirements in a very short amount of time. With Giva, we did not need to do any programming or hire any implementation consultants—with other solutions, we would still be in the implementation process.

Giva eKnowledgeManager allowed us to build a customer service knowledge base of problems and solutions to leverage in the future. We also created FAQs for our customers to access through a self-help Web portal.

Giva reports are an order of magnitude more powerful, flexible, and easy to use than any of the other solutions that we tested. Giva real time reports with drill-down capability, trend analysis, and other analytics are exceptional.

With the extensive reporting capabilities in the Giva customer service solution, we can closely monitor customer satisfaction and other key metrics and rapidly take appropriate corrective actions. This is an enormous benefit.

We know that if we cannot measure it in real time, we cannot manage it. Giva point-and-click reports and custom reports allow us the flexibility to both easily leverage templates and build our own reports.

With one click, our reports are converted to Adobe PDF format for presentation to senior management. Management can also easily access reports on-line or by email, since the system automatically generates and emails reports on a regularly scheduled basis. That is very powerful.

Since we service the medical industry, the high availability of the products we provide is

extremely important. The moment a service request is assigned, an email notification with key service request fields and important customer information is immediately sent to the appropriate Field Service Engineer's BlackBerry or other mobile device. This allows Field Service Engineers to immediately contact the customer and begin solving the technical problems—this way we provide a very high level of responsiveness to our customers.

With the Giva customer support solution our Fields Service Engineers change the status, add notes, enter problem resolutions, and close service requests all via email from their BlackBerry. Using email is an extremely efficient method for our Field Service Engineers to interact with service requests and close the loop quickly with headquarters. They do not have to call or log into the Giva system to work with service requests.

Giva eCustomerService has very broad capability beyond our needs at this time. However, we are a fast growing company and know that we will grow into using a lot of the other capability in Giva.

### The Result

VirtuRad selected Giva eCustomerService as the single, integrated hosted customer service solution, and we are very pleased with this decision. Giva eCustomerService is helping us to deliver a very high level of responsiveness and service to the medical industry—all while reducing our support costs. And, our customers love it—Giva has enabled us to significantly increase our customer satisfaction.



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Our Field Service Engineers think Giva is a fantastic product. These are the people on the firing line in front of customers on a daily basis solving complex technical problems, and their feedback means a lot.

Giva has been responsive to our needs on an ongoing basis. For example, they have very quickly implemented a number of our requests for product enhancements. We are very pleased with the level of service and attention that we have received from Giva and we love their very high level of commitment to servicing their customers.

**Sally Chambers**

**Vice President, Operations & Customer Care, VirtuRad**

*About Giva, Inc.*

*Giva provides the Giva Service Management Suite,™ a command and control center for all request management business processes—from customer service, IT help desk, asset management, knowledge management and IT change management to employee service requests and sales inquiries. The Giva service management solution provides a single, integrated suite of applications that can help companies rapidly reduce costs, speed issue resolution, and increase customer satisfaction. A private company headquartered in Santa Clara, California, Giva is a global company serving customers around the world.*

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