



Customer Case Study



iZ3D Inc. is a leading innovator of 3D stereoscopic viewing display solutions. In addition to the design and marketing of 3D LCD displays, the company enables 3D content creation, and promotes the accelerated proliferation of 3D for entertainment and professional applications. The Giva Service Management Suite,[™] including Giva[®] eCustomerService[™] and Giva eKnowledgeManager,[™] was deployed in June 2007 to address the company's customer service and knowledge management software needs.

Results

iZ3D Inc. chose Giva eCustomerService over a number of industry solutions as their customer service and technical support software for their public web site and internal operations.

Giva eCustomerService, a web-based customer service solution, provided:

- ✓ Fast and easy deployment in a week despite significant customizations
- ✓ Very affordable price point with a

lower Total Cost of Ownership (TCO) and higher ROI than competitive offerings

- ✓ Seamless integration with the iZ3D web site
- ✓ Rich graphical views of data with Dashboards, Charts, and Metrics to allow iZ3D to focus on their customer service priorities
- ✓ Giva's Easy 3 Click Reporting Engine[™] to easily run reports

The Challenge

by Aaron Rapp

iZ3D Customer Service Director

iZ3D was on a fast track to meet the initial launch of a major new 3D product with significant media coverage at a major trade show in June 2007. We were short staffed, but needed to quickly identify our web site support requirements and vet customer service and technical support software vendors. Some of our requirements were very specific and unique since our web site receives many visitors on a daily basis with different concerns and problems.

Although we selected Giva after a rigorous vetting process, we evaluated a number of

alternatives in the customer service, support software market such as Soffront[®] CRM Software, Salesforce.com[®] CRM Customer Service, Parature[®] Customer Service, Web Help Desk Software, Numara Footprints[®] and Track It![®], Manage Engine[®] ServiceDesk Plus, and InteQ Infradesk. As we learned more about the Giva's Cloud Computing Software-as-a-Service (SaaS) approach, it became clear that hosted applications would help iZ3D decrease the time to deploy and significantly reduce the complexity of our implementation. We also determined that if we adopted the SaaS approach, we would significantly decrease capital, deployment, labor, operations, network, training, and support costs.



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“Customers write about how very pleased they are with the service and support we provide, and this reputation has helped us further increase sales of our products.”

“Giva is one of the reasons that we were able to earn this outstanding customer service and support reputation.”

Our customers are passionate gamers who want to communicate with us and provide feedback 24 hours a day. We had to carefully plan for the possibility of a large volume of technical support and feedback in a relatively short amount of time at the launch of the new flagship product. We needed a way to have one-to-one customer support dialogue with our enthusiastic customers without overwhelming our customer support team. Using email was not the right approach. We wanted to generate reports and analytics so we could better understand and solve the root causes of problems. We wanted to easily and quickly provide this information to our geographically dispersed R&D team in the USA and Russia. The tight integration of customer service with our R&D team is critical as the customer service team is our “eyes and ears” to our customer base.

The Solution

We vetted about ten of the leading customer service and support software applications before we decided that Giva’s Cloud Computing SaaS was right for us. Right from the beginning, it was easy to work with Giva. Using a number of very helpful tools, including Giva’s Needs Assessment Tool, they assisted us in carefully identifying our feature requirements. This allowed us to improve our vendor selection process by comparing Giva’s web-based customer service and support solution to other alternatives using a common denominator.

Giva assisted us in the customization and configuration of their customer service software application, and they thoroughly trained our customer service team. There were still a lot of moving parts and unknowns as we were gearing up for our launch, and Giva responded

quickly to our requests for help and assistance throughout all phases of the project. They provided outstanding project leadership and worked closely with our customer service and R&D teams.

We needed to integrate a number of custom fields from our web site with the customer service software so that we could efficiently capture important information from our visitors. In order to save money, we did the custom coding ourselves using Giva’s Application Programming Interface (API). This important web site integration with Giva’s Cloud Computing SaaS was seamless and very fast to implement.

Using Giva’s eKnowledgeManager, we can not only distinguish between internal knowledge and external knowledge, but also use their knowledge management software to offer self-help to our customers using our known problems and solutions.

Giva’s customer service and knowledge management software has more features and functionality than all the other alternatives we looked at, and Giva is constantly enhancing their applications and soliciting customer input.

The Result

Even though we had a very difficult deadline to meet, the ease of Giva’s software customization and their attentive customer service, allowed us to successfully implement Giva’s customer service Cloud Computing SaaS in time for the launch of our new product. On the public Web forums where many of our customers write product reviews for their peers, iZ3D has earned a reputation of outstanding customer service and support. Customers write about how very



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“We have a strong partner and advocate with Giva and are very happy with our decision to implement their Cloud Computing customer service management software.”

pleased they are with the service and support we provide, and this reputation has helped us further increase sales of our products. Giva is one of the reasons that we were able to earn this outstanding customer service and support reputation.

We now have in place a very comprehensive, affordable, reliable and easy-to-use customer service and support application. It is an integral part of our public web site support strategy.

We can instantly make our geographically-disperse R&D team aware of important hardware and software quality issues and help them prioritize resources. Giva has helped us increase the overall quality of our products.

The Giva dashboards allow us to watch progress and track volume of customer service requests in real-time. The reports are easy to use, quickly provide useful information, and allow drill-down capability from high to very low level detail for root cause analysis.

Giva eCustomerService is an outstanding product backed by a company with robust infrastructure and exceptional support. We have experienced 100% uptime using Giva since June 2007. We have a strong partner and advocate with Giva and are very happy with our decision to implement their Cloud Computing customer service management software.

by Aaron Rapp
iZ3D Customer Service Director

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.

For more information about Giva, contact:

E-mail: Sales@GivaInc.com

Telephone: +1.408.260.9000

Web: www.GivaInc.com

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