

Netarx Improves Customer Experience with Virtual Subject Matter Experts

Netarx delivers subject matter business and technology experts anytime, anywhere

SITUATION

Netarx maintains five district offices throughout North America: Farmington Hills, MI (headquarters), Columbus, OH, St. Louis, MO, Indianapolis, IN and Phoenix, AZ. With four major technology practice areas (Unified Communications, Data Center, Security and NetCare), it was difficult and expensive to have engineering practice leads in each of the technologies in each district office. The technology landscape has changed such that more than one subject matter expert across multiple disciplines is required to address customer needs holistically. This led to an extremely high cost per meeting, and a very limited capacity for each resource.

SOLUTION

Leveraging the technology it proliferates, Netarx implemented a “Virtual Solutions Engineer” model. Instead of employing technology practice leads in each of its offices, Netarx centralized its pre-sales engineering resources and made them available via high-definition video conferencing. This ‘Tele Presence’ solution enables, in theory, Netarx UC practice lead to take meetings in five states in one day, all without leaving the office.

To accomplish this, Netarx turned one of its small conference rooms in what is best described as a broadcast studio. Up to three Netarx personnel can appear on camera at any given time while they view the far end of the conference on a 47-inch LCD screen. At the far end of the HD conference, Netarx equipped its sales staff with portable LifeSize video conferencing systems and an HD projector. Within 15 minutes after arriving at a customer’s location, the telepresence conference can be up and running.

Solution Summary

- Technology Experts delivered virtually
- High Definition Video Technology
- 55% Cost Savings
- Improve Customer Experience

RESULT

This virtual SME model has done a number of things that not only positively impact the bottom line, but also increase customer experience and overall satisfaction. Netarx has seen the average cost of a multiple-SME-attended meeting drop over **70%**! This is directly tied to the number of meetings increasing from two per day in the traditional model to upwards of five per day virtually with the high definition immersive experience. Combining this with the fewer number of SEs required company-wide, Netarx saw its overhead associated with Solution Engineers fall over **55%**; a marked improvement in productivity of the SE team. This has also increased the job satisfaction of the solutions engineering staff as the amount of time spent behind the wheel or in an airplane has dramatically decreased.

On the customer satisfaction front, a Netarx account manager is now able to put up to three technical resources in front of the customer at one time. The customer can get all of its questions answered with a single meeting rather than with multiple iterations.