

Limehouse Software



Limehouse Software achieves 88 per cent customer satisfaction with GoToAssist

Founded in 2002, Limehouse Software has rapidly established itself as a leading supplier of collaboration, document creation, publishing and consultation solutions. With offices in the UK and US, Limehouse is the only company to offer a single, Web-based system that enables document-centric collaboration for the development of policies and strategies throughout the entire consultation lifecycle with stakeholders. Limehouse Software prides itself on its customer-centric approach and offers a comprehensive range of innovative services to support its public and private sector customers, ensuring they maximise their investment in IT.

“It’s about ensuring a positive user experience and maximising the ability for our customers to get their job done as efficiently as possible.”

Mark Benjamin
Client Services
Limehouse Software

Key benefits

- Produces customer satisfaction rating of 88 per cent
- Makes it easy to support a growing, global customer base
- Maximises productivity for IT support staff

The challenge: providing real-time support around the world

Over 200 organisations across the UK and US use the Limehouse software suite to streamline their document collaboration, publishing and creation processes. However, it was impossible for Limehouse Software’s team of 12 customer service technicians to provide support for their products, in person, every time there was a client issue.

“Many public sector bodies, such as county councils and civic offices, use our technology to work on time-sensitive documents that need input from multiple sources, such as local area planning or transportation changes. If a stakeholder can’t instantly access a document, it can hold up an already lengthy process and lead to local councils not meeting their targets for response rates to central government or citizens,” said Mark Benjamin, head of Client Services, Limehouse Software.

Up until 2005, Limehouse Software relied on a combination of telephone and in-person support, where possible, to deal with any software enquiries.

“Our user base is spread globally and as a result we were frequently spending hours on the telephone trying to interpret user issues, which was frustrating for both customers and technicians. Our team had to ask the user to explain their problem verbally, which can be unwieldy when dealing with technology,” added Benjamin.

Implementing GoToAssist for remote support

Limehouse Software realised that a visual support tool was vital to help customers with technical issues, regardless of their IT know-how, location or time zone. The company implemented the Citrix® GoToAssist® remote support tool in 2005, recognising that it would provide a virtual IT support service by enabling its technicians to access a user’s computer or laptop via the Internet and fix any technical issues as if they were there in person.

GoToAssist is supplied as a Software as a Service (SaaS) solution, which means it is instantly available via an Internet connection. As a result, no on-site testing for GoToAssist was required and no software or hardware installations were necessary. This meant that the remote assistance solution was deployed effectively and in accordance with the desired timeline.

Achieving a high level of customer service

Following the implementation of GoToAssist, Limehouse Software has been able to significantly enhance its customer service. By complementing its telephone support mechanism with remote access capability, the team can, with the user's permission, resolve issues quickly and effectively and ensure its customer base can be fully supported at all times, without the need for time-consuming site visits.

"GoToAssist has now become the default way for us to support our clients, so much so that our customers ask for it by name when they call the support desk. We no longer spend hours on the phone trying to guess what problem our users are experiencing; we simply log on and fix the problem within a matter of minutes," explained Benjamin.

GoToAssist has played a key role in enabling Limehouse Software to achieve 88 per cent customer satisfaction in a recent Dunn and Bradstreet customer survey, which measured the company's products and services.

Increasing productivity of IT support staff

Because Limehouse Software technicians can now deliver support sessions remotely, the company has been able to dramatically increase the number of customers it can service, without increasing resources. The interactivity provided by the GoToAssist technology has also enabled Limehouse to educate customers as part of the support process.

Benjamin explained: "We also like to use the sessions to show our customers how to resolve the issues themselves, so that the next time, they don't have to waste any time calling us but can simply get on with the job at hand."

"Our business is so much more than simply providing a software solution. It's about ensuring a positive user experience and maximising the ability for our customers to get their job done as efficiently as possible. GoToAssist has been a key element in enabling us to do that. It's easy to use, quick to deploy and is now standard practice for all our customer support services," he concluded.

Product information:
www.gotoassist.co.uk

Sales inquiries:
europe@citrixonline.com
Phone: +44 (0) 800-011-2120
(800) 549-8541 (in the U.S.)

Channel partners:
resellers@citrixonline.com
Phone: +44 (0) 800-011-2120

Media inquiries:
europe@citrixonline.com
Phone: +44 (0) 800-011-2120

About this customer:
www.limehousesoftware.co.uk

About Citrix Online

Citrix Online provides secure, easy-to-use online solutions that enable people to work from anywhere with anyone. Whether using GoToMyPC® to access and work on a remote PC, GoToAssist® to support customers or GoToMeeting® to hold online meetings, our customers – more than 35,000 businesses and hundreds of thousands of individuals – are increasing productivity, decreasing travel costs and improving sales, training and service on a global basis. A division of Citrix Systems, Inc. (Nasdaq: CTXS), the company is based in Santa Barbara, California. For more information, visit www.citrixonline.com or call 805-690-6400.

©2008 Citrix Online, LLC. All rights reserved. Citrix®, GoToMyPC®, GoToAssist® and GoToMeeting® are trademarks of Citrix Systems, Inc. and/or one or more of its subsidiaries, and may be registered in the United States Patent and Trademark Office and in other countries. All other trademarks are the property of their respective owners.

03.25.08 PDF

CITRIX® | online