

Case Study: Bomgar Extends IT Service Provider's Reach Across Platforms



The Challenge

PlumChoice is a fee-for-service online support company focused on providing services via white label and affiliate channel partners in the following segments: Telco/Cable/ISPs, Retailers and OEMs. PlumChoice has been providing remote support over the Internet for close to a decade. Support incidents are delivered to PlumChoice's 500+ home-based agents via online technology. Ninety-five percent of their support requests are completed virtually.

The first four years in business, PlumChoice used Citrix's GoToAssist™ as their remote access tool. As the popularity of Mac systems increased and the market for mobile devices such as smart phones, digital cameras and MP3 players exploded, PlumChoice realized their remote support solution no longer met their needs.

At that point in time, GoToAssist did not support any systems beyond the Windows platform. It also failed to provide the security measures PlumChoice needed to be compliant with its customers' industry standards (telecom and cable providers). PlumChoice started to receive requests from their partners to extend beyond the Windows platform and began reevaluating GoToAssist™ as their remote support solution. They needed a solution that would record every support session and agent interaction.

"The value that Bomgar has delivered to PlumChoice has been increased productivity at the agent level and better gross margins. Working with a world-class partner, such as Bomgar, drives innovation in the products and services that we deliver to major companies today."

Rich Surace | Senior VP of Operations | PlumChoice

The Solution

PlumChoice began an exhaustive search for a cost-effective remote desktop control solution that would meet the demands of scalability across multiple platforms and handheld devices in a secure environment.

According to Rich Surace, Senior Vice President of Operations, PlumChoice, four crucial factors led PlumChoice to choose Bomgar:

- **Return on investment** - Bomgar gives PlumChoice a competitive advantage by increasing functionality through supporting multiple platforms while reducing costs. Moving to Bomgar let PlumChoice expand their business to include support for Windows, Mac, Linux, 17 hardware platforms, about 400 software applications and multiple smartphones and mobile devices.
- **Enterprise-class security** - Bomgar provides automatic session recording for post-session analysis and audit. Plus, all session data is consolidated within the firewall. This specification meets the strict security and audit trail requirements set forth by PlumChoice's business customers.
- **Scalable within the business model** - Bomgar offers PlumChoice the ability to grow by adding licenses in an on-demand fashion. Bomgar's concurrent licensing model means that licenses are granted for the number of users who will be providing remote support at the same time.
- **Supporting the first-time fix** - Bomgar's integration features allow PlumChoice support reps to use existing toolsets across multiple operating systems. With these integrated tools, support agents are able to fix problems on the first call 92% of the time.

PlumChoice - At a Glance

Web: www.plumchoice.com/partner
Founded: 2001
Agents: > 500 (all in the U.S.)
Certifications: 100% in one of the following MCP, MCSE, CNE, CNA, COMP TIAA+

Client Interactions 2008: 3.1 million
Customer Satisfaction: 95% positive
First Incident Resolution: 92%

Quality Control: 100% recording of all transactions: Voice, Remote, Chat, Email
Dispatch Services: Nationwide
Dispatch SLA: 24x7x365

“There is a predictable price model built into the Bomgar solution that allows us to grow and scale our business effectively.”

Rich Surace | Senior VP of Operations | PlumChoice

The Results

PlumChoice made a seamless transition from GoToAssist to Bomgar in three weeks. During the transition, no disruptions occurred.

PlumChoice support agents drove the quick adoption from GoToAssist to Bomgar. The reaction to the change was “revolutionary,” says Surace. “In addition, they are able to “provide the support they were trained to do.”

Now, the entire technical support group at PlumChoice uses Bomgar as their sole remote support tool. PlumChoice customer care teams also use it for customer lookup and service beyond the technical support aspect. With the recording and reporting tools built into Bomgar, PlumChoice is better equipped to communicate with customers because service records are readily available.

Other Bomgar features have enhanced support to PlumChoice’s channel partners:

- **Team chat** - This feature allows PlumChoice agents to discuss issues behind the scenes with other agents, giving customers faster problem resolution and better overall service.
- **Customized end user surveys** - The customized surveys at the end of each support session enhance service to PlumChoice’s channel partners.
- **Session recording** - The ability to record and archive sessions enables PlumChoice to monitor agents and “innovate services behind the product.”

About PlumChoice

PlumChoice Online PC Services is the largest trusted provider of online computer support for the home, home office and small business. The company is based in Billerica, MA with remote offices throughout the U.S.

PlumChoice’s premium remote computer and technology service is available to home and business PC users, business travelers, telecommuters, college students, persons with limited mobility and any PC or Mac user with Internet access delivered via PlumChoice channel partners. The company’s remote services include support for PCs, Macs, MP3 players, PDAs and other mobile devices, networking and network devices, printers and other peripherals, digital cameras and any software, connectivity or operating system level issues.

About Bomgar Corporation

Based in Ridgeland, Miss., Bomgar Corporation specializes in appliance-based solutions for remote desktop support. Bomgar allows companies to connect to remote clients and co-workers via the Internet anywhere in the world, in less than 10 seconds. The company is the only provider in the industry offering an appliance-based solution, providing companies with an unparalleled level of security and the ability to scale efficiently. Backed by venture capital, Bomgar has grown steadily since its inception in 2003, securing more than 5,000 customers in all 50 states in the US and over 50 countries, in addition to resellers in Canada, South Africa and the U.K.