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Lawson achieves a 700% return on investment with WebEx Support Center.



INDUSTRY

High Tech

WEBEX APPLICATIONS

Support Center and Meeting Center

SUMMARY

After deploying WebEx in its Global Support Center, Lawson estimates it's saving about \$600,000 per year, for an ROI in excess of 700%.

ABOUT LAWSON SOFTWARE

Line of Business

Software applications for enterprise performance management, distribution, financials, human resources, procurement, merchandising, and services automation

Headquarters

St. Paul, Minnesota

Number of Employees

1700 in North and South America, Europe, Asia, Africa, and Australia

WebEx Customer Since 2001

The Situation

Founded in 1975, Lawson Software has grown from a small contract programming organization into a global software company focused on service-oriented businesses in select vertical markets. Today, Lawson has more than 2000 customers worldwide and \$428 million (FY 2002) in annual revenues.

The Challenge

In early 2000, Lawson realized that providing technical support to its growing customer base had become an inefficient, time-consuming process. The Global Support Center (GSC) staff was reinventing problem scenarios with customers over and over again via the phone. The average time for handling a complex support call with a customer was two hours, and the run rate of complex support calls was close to 1000 calls per month—approximately 10% of the total support calls received by the GSC per month—requiring 2000 hours per month of support agent time. The company tried using dial-in access to the customer's computer to reduce the time for resolving complex problems, but this proved to be very inefficient. Lawson began looking for a better solution to provide technical support—one that would enable the support staff to gain access to the customer's desktop when troubleshooting problems.

The Solution

After reviewing numerous solutions, Lawson selected WebEx Support Center for a number of key reasons. Support Center could be integrated with Lawson's existing support process and tool set and was easy to use by both the GSC staff and the customer. Support Center enabled ramp up of additional GSC staff members, whenever needed, to interact with customers. The service also supported "assisted sessions" whereby customers could give over cursor control to GSC staff members, allowing them to "drive" their desktops during troubleshooting sessions, while customers retain the option to take back cursor control at any time. Finally, WebEx Support Center provided a hosted service that kept startup costs low and offered fast response times during application-sharing sessions with customers.

Because minimal training was required, Lawson pursued a "fast" rollout approach, whereby WebEx Support Center was made available to the entire GSC organization in 2001. Within a couple of months, the GSC staff had incorporated Support Center as a standard part of its support process, and explained the benefits to customers. Monthly usage increased from 300 sessions per month at the start of 2002, to 1200 sessions per month by year-end. Today, the GSC organization consists of 165 staff members, with 134



first line consultants who interact directly with customers. The entire GSC organization uses Support Center. To make it easy for customers to join online support sessions via Support Center, Lawson includes a link on its website for customers to log on to a WebEx support session initiated by the GSC staff member.

The Benefits

The decision to implement WebEx Support Center has proven to be well-founded; the results speak for themselves. In 2002, Lawson's GSC staff created 141,466 support cases. WebEx Support Center was used on 11,721 of these calls. It helped to reduce the Average Handle Time for complex calls by 25%. Lawson estimated that this translates to an annual savings of nearly \$600,000 and an ROI in excess of 700%. Further, both customer satisfaction and resolution rates for all customer-reported problems have increased since Lawson implemented WebEx Support Center. This has produced additional benefits for Lawson not reflected in the ROI.

Support Center has also been adopted for use in coaching customers by showing them visible outcomes when correcting their problems online. It's also being used to train customers on the Lawson support process and on troubleshooting their own problems by learning how to diagnose issues. Making customers more self-sufficient by resolving problems in this way has resulted in additional savings.

The Future

The Lawson GSC organization has embedded WebEx Support Center into its daily support routine and corporate culture. Adoption and use of WebEx has migrated to other parts of the company's organization, such as Training, which has also begun to take advantage of WebEx. As word spreads throughout the organization, and as Support Center interacts with its customers, WebEx is becoming an integral part of the way Lawson does business.

HIGHLIGHTS

- In just one year, Lawson increased its use of WebEx Support Center from 300 sessions per month to 1,200 sessions per month.
- By using WebEx Support Center, Lawson reduced the Average Handle Time for complex calls by 25%.
- After seeing the success enjoyed by the Global Support Center, WebEx use is becoming a key focus of Lawson's business processes.