

# CASE STUDY : ANSWERON



## HIGHLIGHTS

### Situation

- After an upgrade AnswerOn required ongoing support
- Looking through forums and knowledge bases for solutions was time consuming and frustrating
- There was a need for a cohesive solution that included support, consulting and training

### Solution

Instant Access from WCI provided:

- Convenient access at end users point of need
- Quick response to questions
- Access to consultants with extensive business intelligence and data analytics knowledge
- Detailed instructions with screenshots when necessary
- Resolution of problems, no matter the complexity

### Success

Use of Instant Access resulted in:

- Increased end user adoption
- Improved departmental efficiency
- Enhanced customer satisfaction

***“Through Instant Access, WCI Consulting resolved small issues that would have taken hours to figure out on our own” – Darrell Holladay, AnswerOn***

## Situation

AnswerOn is a marketing consulting firm that analyzes client data to determine how to reduce customer churn rate and increase long-term customer satisfaction. A user of SAP Business Objects software, AnswerOn went through the process of upgrading from version 3.1 to 4.0 in late 2012 with the help of WCI Consulting, a Dallas-based business intelligence (BI) consulting firm.

The upgrade went smoothly but throughout the process small issues were encountered that didn't warrant full consulting spend and elaborate work-arounds were established to solve minor concerns. Realizing that a temporary fix wasn't going to be sustainable, Darrell Holladay, a Business Analyst from AnswerOn, decided to explore options for a solution that provided SAP Business Objects support and training in a manner that was financially viable, could deliver rapid problem resolution and was simple to use.

***“I knew there were more efficient ways to accomplish what I wanted since it was time consuming, not to mention frustrating, to explore forums and search Google till a solution to a minor concern was found.”***

*– Darrell Holladay*

Holladay found the perfect fit in Instant Access from WCI Consulting.

## Solution

Waiting for a response to a question that came up days ago just wasn't an option. AnswerOn knew that they wanted quick and accurate ongoing support, but only when it was truly needed. Through Instant Access from WCI Consulting, AnswerOn was able to get support, training and consulting all in one platform that was easily accessible and affordable.

## ABOUT INSTANT ACCESS

Backed by the business intelligence experts at WCI Consulting, Instant Access has evolved out of WCI's 13 years of experience in assisting BI customers with the challenge of getting data to decision makers. Instant Access provides affordable BI consulting, training and support that results in enhanced end user adoption and increased productivity.

## ABOUT WCI

WCI Consulting focuses on mastering the technology and tools essential to business intelligence and applies the most effective solutions to help clients turn data into valuable business information.

*“We’ve all been really impressed, it’s very simple to use. All you do is open Instant Access, type in your question and a minute later someone is giving you an answer.”*

– Darrell Holladay

What appealed to AnswerOn is that Instant Access really was the complete package. After several months of use the highlights, as said by Holladay, include:

### Rapid Response

“Nothing but good experiences so far, all the questions get answered quick and a reply is sent within the hour.”

### Extensive BI Knowledge

“If I come to a problem, and the consultants don’t know the answer right away they will find someone who does. There hasn’t been anything that has stumped them.”

### Comprehensive Answers

“The instructions were super detailed and walked us through the best practices to get up to date on the latest service patch. Even my wife who doesn’t know SAP Business Objects could have followed the instructions.”

### Convenience

“It’s really accessible and has been helpful in answering the 5 second questions... how do I do this or that? Instead of spending hours on Google or an SAP Business Objects board to figure out how to solve these small issues.”

## Success

As a result of implementing Instant Access, AnswerOn has experienced:

**Increased End User Adoption** – Since users get responses to issues while they are in the midst of performing a task the retention rate of the steps involved to solve a problem is increased. And if something does come up, Instant Access is there when the end users need it, so the intimidation of making a mistake is diminished.

**Improved Departmental Efficiency** – Time is saved on looking through support forums and knowledge bases so resources can be redirected to ensuring the clients’ needs are being met.

**Enhanced Client Satisfaction** – AnswerOn relies on the data presented by SAP Business Objects software and when minor issues slow down the productivity of the system, the clients and the entire business suffers. With Instant Access, concerns are addressed before they can even become a threat.