

Comm100 Live Chat Helps Allocadia Software Deliver Exceptional Customer Satisfaction

Allocadia is an online budgeting application designed for marketing professionals. As a web-based Software-as-a-Service (SaaS) marketing budget management solution, Allocadia allows its users to plan, track, share, and analyze their marketing budgets online. As a result, marketing teams can be on top of their budget and quickly answer common budgeting questions. Marketing organizations across a range of industries including manufacturing, consumer products, insurance, high-tech, and hospitality have signed up to an Allocadia account. As a self-serve SaaS application, Allocadia is committed to providing the best support and service possible for all its customers.

The Challenge

Companies in the software business are also in the customer service business, and this is especially true for SaaS companies. Strong customer support means a competitive advantage. SaaS providers need to offer high-level customer support while optimizing staff time and keeping customer service budgets manageable.



allocadia

Headquarters

Vancouver, BC
Canada
<http://www.allocadia.com/>

Industry

IT

Comm100 Customer

Since 2009

Need

Needed an online chat solution

The Solution

Comm100 Live Chat



Comm100

To help customers take advantage of what Allocadia has to offer, Allocadia provides self-serve help & training tutorials to get users up-and-running quickly. In addition to providing self-serve help options, Allocadia offers a services package to companies who want assistance with getting their team up on Allocadia.

Allocadia also wanted to provide ongoing, timely assistance for customers who had any questions around how to use Allocadia or around budgeting best-practices. They wanted an option that allowed them to easily & cost-effectively provide instant feedback to customers as their question arose.

"We're engaging with our customers mostly through phone and email, however, this is not always the fastest or easiest way for our customers to engage with us. We thought that an online, live help option would help us be even more responsive," said Katherine Berry, Co-founder of Allocadia.

The Solution

Allocadia came across Comm100 Live Chat, a free hosted online chat solution. Comm100 Live Chat allows customer support and sales representatives to chat with customers or prospects in real-time and have their questions answered instantly. With Comm100 Live Chat, Allocadia Software has brought its customer support to a new level, quickly and at no cost. "We were able to get up-and-running easily and quickly. We simply signed-up for an account online – with no downloading or installation required – and our team now has a shared help platform to be able to communicate instantly with customers," said Katherine.

The Allocadia support team can now communicate with its customers via the Comm100 portal anytime they are connected to the Internet. Allocadia is now able to answer customer questions even faster than before, and there's a voice chat option if any party would like to talk live. Allocadia can also save a history of the conversation and copy it into their CRM system.

The Benefits

By using Comm100 Live Chat, Allocadia is able to complement its self-serve help options with live instant help when their customer prefers that method of support.

"As a growing company, we wanted to have all of the options available to use in terms of communicating to our customers and delivering the best possible customer service," said Katherine. "Now our customers can choose to interact with us in whichever way they prefer, helping us meet their needs, while at the same time giving us flexibility on the support side of our business."

Allocadia expects to increase customer satisfaction and loyalty as a result, an important element in a market where word of mouth referrals is a big part of obtaining new business.

Comm100 also helps Allocadia reduce phone support costs while still increasing service.

About Comm100

Comm100 provides open source and free hosted customer service and communication software for small and medium businesses. Comm100 focuses on developing and managing fully integrated customer support solutions to enable businesses to communicate with their customers more effectively through multiple communication channels, including live chat, forum, newsletter, knowledge base, email case management and ticketing system.



Comm100



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