



Case Study: Sonlinc

Fewer errors, happier customers

Sonlinc develops software programs for utility companies. This Danish company's products handle not only standard business functions, such as finance and HR, but also specific utilities-related tasks, including meter management and reading, contract billing, and the generation of consumption prognoses. As a niche player, Sonlinc is constantly looking for innovative ways to enhance its products and customer relations to maintain its position as a state-of-the-art provider of ERP solutions. Netviewer products enable Sonlinc to improve quality control, provide real-time customer support and build customer loyalty.

Streamlining internal processes

Until 2006, program changes to Sonlinc's software modules (i.e., a new report function or new module to send bills) were generally based on a short e-mail from the customer and perhaps a few follow-up phone calls to clarify the necessary changes. Yet errors still regularly surfaced after the new module had been delivered to the customer.

It was clear that Sonlinc needed to find a way to improve the communication between its developers, customers and customer support staff. "Often we weren't able to deliver a program change the way the customer wanted because we simply didn't have good documentation of what we needed to change," says Claus Strom Madsen, head of delivery for Sonlinc.

Involving the customer from the start

So in 2006, Sonlinc purchased Netviewer Support, which allowed Sonlinc's developers to view the customers' screen and therefore collaborate more closely with its customers. "We didn't have to guess anymore what our customers wanted," says Madsen. "We can develop more effective solutions more quickly. Our customers are really happy about being part of the process because, ultimately, they pay for the program changes."

SONLINC

Sonlinc is one of Denmark's leading suppliers of business software for the utilities sectors. Its customers are mainly in Denmark and the Nordic region. Established in 1987, Sonlinc today has a market share of more than 30% representing more than 1.3 million end customers.

www.sonlinc.dk



Because customers can also view Sonlinc's screen, testing a program change is even quicker. Prior to using Netviewer, Sonlinc had to load data from the customers' systems into its own systems to be able to test a program change - a tedious, time-consuming and error-prone process. With Netviewer, program changes can also run on the customer's own systems. "The customer can tell us immediately if the test worked. We don't have to hire an expensive developer anymore to test the new functionality." This saves both companies considerable time and money.

Helping the customer more quickly

Encouraged by the positive customer feedback, Sonlinc next deployed Netviewer Support in customer support. "Sometimes customers forget something or don't know which button to push. With Netviewer, we can look at things together." In particular Netviewer's recording feature has been indispensable. Sonlinc uses it to document incidents received by customer support, allowing its developers to specify more precisely where the problem is. The movie feature is also used to create instruction videos, resulting in fewer customer support inquiries.

Sharing best practices

In 2010, Sonlinc went a step further. It began using Netviewer Meet, which allows up to 100 people to participate in an online meeting, for ongoing relationship management and best-practice sharing. The "Sonlinc Netviewer Casts" are 30-minute live web meetings and offered as an additional free service.

"We use each session to demonstrate a new product or functionality and have a discussion about it afterwards," explains Madsen. "It's also an opportunity for our customers to exchange experiences about our products." The screen of one customer can be shown to all other customers to illustrate a point. Netviewer's high safety standards are crucial. Without them, Sonlinc's customers would be reluctant to share their screens with outsiders. "The knowledge that they remain in control is very important to our customers."

Thanks to its versatile use of Netviewer, Sonlinc has significantly reduced the number of errors in its program changes. "Compared to four years ago we're now much better at hitting the bull's eye with our first shot." Surveys also show customers are satisfied with the intensive use of Netviewer.

"We have achieved a much higher efficiency in our processes since we started using Netviewer. Today, everyone in our company is using it and our customers have become very skilled Netviewer users."

CLAUS STROM MADSEN
HEAD OF DELIVERY, SONLINC

Benefits at a glance:

- More reliable usability tests
- Better quality control
- Higher customer satisfaction
- More accurate documentation
- High security standards
- Real-time customer support
- Low payback time due to product versatility

Austria: Vienna +43 1 532 1612 0
Benelux: Amsterdam +31 (0) 20 708 970 0
France: Paris +33 (0) 1 414 907 95
Nordics: Stockholm +46 (0) 8 410 416 00
Switzerland: Thalwil +41 (0) 44 722 800 0
UK & Ireland: Guildford Surrey +44 (0) 1483 400 660

Germany (Headquarters): Karlsruhe +49 (0) 721 354 499 0

www.netviewer.com

