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## BuilderMT Increases Customer Satisfaction From 66% to 90% in Less Than a Year with Parature

BuilderMT is the nation's leading provider of production management software for residential homebuilders, and has achieved wide notoriety and national awards for streamlining the workflow management process and improving the efficiency and profitability of homebuilding projects. With the success of their software and recent spike in growth, BuilderMT's customer support organization had become taxed by new customers installing new systems and legacy customers adding expanded capabilities. BuilderMT needed a system to manage customer issues and allow customers to easily find their own answers. BuilderMT had been using SalesLogix and Merit Tracker, but clearly the company had outgrown their usefulness, especially given SalesLogix and Merit Tracker's lack of integration.

### Multiple Options for Support

After researching several customer support software solutions to replace the existing systems, BuilderMT selected Parature's Customer Support Solution in mid 2005. Crucial aspects of Parature's solution for BuilderMT are the support portal, knowledge base, and closed loop ticketing system. The highly customized online support portal is incorporated into BuilderMT's corporate website and serves as an easy-to-use starting point for customers seeking assistance. From the support portal, customers access easily searchable knowledge base articles created by BuilderMT staff in order to quickly find answers to their own questions. "The knowledge base has made a significant impact in reducing the volume of support requests we receive, and our customers appreciate having direct access to helpful information," said Brett Parkhurst, Chief Technology Officer, BuilderMT. "The knowledge base is also a very effective training vehicle for new support staff members, who use the knowledge base articles to learn about our software. This has significantly reduced ramp up time and enabled more consistency in answering our customer's inquiries." Customers also submit trouble tickets from the portal, which are directly routed to the most appropriate customer support representative, based upon the workflow BuilderMT set up in the system. BuilderMT consistently receives rave reviews from customers about the support portal and great service they receive as a result, for example, "I like the Support Center, and I like that it keeps a detailed record of the problem, responses, and response times. I think this is the best customer care process I have worked with - anywhere."

### Additional Departments Reap Benefits

The BuilderMT product development organization has also benefited from Parature's Customer Support Solution. Today, customers can directly submit potential 'bugs', or non-working software functions, significantly speeding up the process of tracking and fixing software issues, while keeping customers abreast of their issue status by automatically emailing them whenever the status changes along the resolution path. "Before we installed Parature, our customers could email us with potential bugs, but it was very difficult to efficiently communicate back to all of them that their concerns were being addressed and how they were being fixed," said Parkhurst. "Now our communications are proactive and our customers have reassurance that we're listening closely to what they're telling us and taking the necessary steps to correct problems quickly. That's a huge step forward for us."

Another dramatic process improvement is BuilderMT's software licensing administration, which was a very labor intensive process for both BuilderMT and their customers, particularly because pricing is based upon the number of people using it at each customer site. Before installing Parature, one full time BuilderMT staff member took customer requests for license increases and manually sent emails to customers with the necessary codes needed to implement the software. Now that the Parature Customer Support Solution is seamlessly integrated with BuilderMT's systems via a web service, customers can request licensing changes by simply logging in to the support portal with their unique ID number. With that, their BuilderMT software is automatically validated and implemented.

### Fantastic Results

After implementing Parature's Customer Support Solution in mid-2005, BuilderMT raised their customer satisfaction rate from 66% to 90% in less than one year. "Utilizing Parature's software has revolutionized the way we work with our customers, and it has enabled us to significantly improve our internal support processes," said Parkhurst. "As a rapidly growing company it's particularly important for us to have streamlined processes and efficient, timely communication with our customers. Using Parature's software has enabled that, and goes a step beyond by enabling us to track, report on and analyze the important metrics and trends needed to maintain our positive momentum." The reporting and trend analysis aspects of

Parature's solution have played key roles in justifying the addition of resources to the support team and demonstrating concrete results to company management. The greatest achievement, however, is the delight of customers, for example "I am impressed that BuilderMT was in constant contact with me by email and that your company actually wanted to resolve this problem. I thought once I sent my request in that nothing would happen, my request would be lost in the abyss, but to my surprise it wasn't!"

#### Future Activities

Moving forward, BuilderMT anticipates more extensive use of the forums portion of Parature's solution, so that customer advisory groups can easily collaborate with product development on future releases of BuilderMT's software.

#### Challenge:

- Find a software solution to be the foundation for sustaining their end-to-end support processes and can generate detailed reports
- Incorporate multiple channels for receiving support, versus solely via phone
- Give customers a vehicle for quickly finding answers themselves

#### Solution:

- Parature modules eActivity, eChat, eContact, eDownload, eForum, eKnowledge, ePortal, eProduct, eReport, eSurvey, eTicket
- Created numerous knowledge base articles on frequently asked questions
- Streamlined routing of tickets through highly customized workflow

#### Results:

- Improved customer satisfaction rate from 66% to 90% in under a year
- Created multiple avenues for customers to receive support
- Added additional support staff resources based on reports and trend analysis
- Demonstrated metrics-based results to BuilderMT management
- Significantly reduced training time for new support staff with knowledge base; promotes more consistent answers to customer inquiries
- Organized process for submitting software 'bugs' and efficiently following up with customers
- Streamlined software licensing administration and new software implementation

#### Parature Modules:

- eActivity
- eChat
- eContact
- eDownload
- eForum
- eKnowledge
- ePortal
- eProduct
- eReport
- eSurvey
- eTicket

#### Snapshot

Organization: BuilderMT  
Location: Lakewood, Colorado  
Support Staff: 7  
End Users: 550+  
<http://www.buildermt.com/>

#### About BuilderMT

For large and medium-size homebuilders in the \$250 billion homebuilding industry, BuilderMT provides highly customizable building process management software that works in tandem with Sage Timberline Office accounting and estimating software, systems used by one in four of the Builder 100. The BuilderMT Workflow Management Suite has been purchased by over 534 corporations and 3,800 individuals to manage over 175,000 housing starts annually, more than 15% of the new home market. BuilderMT is widely recognized as a leader in process-driven, best-building-practices for builders, as well as customer service, warranty applications, on-line training, and innovative wireless applications. Since its inception in 1999, BuilderMT has maintained its status as a debt-free, highly profitable company that puts its profits back into the infrastructure and software development. To learn more, visit [www.BuilderMT.com](http://www.BuilderMT.com), or call (888) 757-1991.