

# PLUMCHOICE

## CASE STUDY: BOMGAR EXTENDS IT SERVICE PROVIDER'S REACH ACROSS PLATFORMS

**PlumChoice**  
Making Technology Work for You

*"The value that Bomgar has delivered to PlumChoice has been increased productivity at the agent level and better gross margins. Working with a world-class partner, such as Bomgar, drives innovation in the products and services that we deliver to major companies today."*

### RICH SURACE

SUPPORT VP OF OPERATIONS

### THE CHALLENGE

PlumChoice is a fee-for-service online support company focused on providing services via white label and affiliate channel partners in the following segments: Telco/Cable/ISPs, Retailers and OEMs. PlumChoice has been providing remote support over the Internet for close to a decade. Support incidents are delivered to PlumChoice's 500+ home-based agents via online technology. Ninety-five percent of their support requests are completed virtually.

The first four years in business, PlumChoice used Citrix's GoToAssist™ as their remote access tool. As the popularity of Mac systems increased and the market for mobile devices such as smart phones, digital cameras and MP3 players exploded, PlumChoice realized their remote support solution no longer met their needs.

At that point in time, GoToAssist did not support any systems beyond the Windows platform. It also failed to provide the security measures PlumChoice needed to be compliant with its customers' industry standards (telecom and cable providers). PlumChoice started to receive requests from their partners to extend beyond the Windows platform and began reevaluating GoToAssist™ as their remote support solution. They needed a solution that would record every support session and agent interaction.

### THE SOLUTION

PlumChoice began an exhaustive search for a cost-effective remote desktop control solution that would meet the demands of scalability across multiple platforms and handheld devices in a secure environment. According to Rich Surace, Senior Vice President of Operations, PlumChoice, four crucial factors led PlumChoice to choose Bomgar:

- **Return on Investment** - Bomgar gives PlumChoice a competitive advantage by increasing functionality through supporting multiple platforms while reducing costs. Moving to Bomgar let PlumChoice expand their business to include support for Windows, Mac, Linux, 17 hardware platforms, about 400 software applications and multiple smartphones and mobile devices.
- **Enterprise-class security** - Bomgar provides automatic session recording for post-session analysis and audit. Plus, all session data is consolidated within the firewall. This specification meets the strict security and audit trail requirements set forth by PlumChoice's business customers.
- **Scalable within the business model** - Bomgar offers PlumChoice the ability to grow by adding licenses in an on-demand fashion. Bomgar's concurrent licensing model means that licenses are granted for the number of users who will be providing remote support at the same time.
- **Supporting the first-time fix** - Bomgar's integration features allow PlumChoice support reps to use existing toolsets across multiple operating systems. With these integrated tools, support agents are able to fix problems on the first call 92% of the time.



## THE RESULTS

PlumChoice made a seamless transition from GoToAssist to Bomgar in three weeks. During the transition, no disruptions occurred. PlumChoice support agents drove the quick adoption from GoToAssist to Bomgar. The reaction to the change was “revolutionary,” says Surace. “In addition, they are able to “provide the support they were trained to do.”

Now, the entire technical support group at PlumChoice uses Bomgar as their sole remote support tool. PlumChoice customer care teams also use it for customer lookup and service beyond the technical support aspect. With the recording and reporting tools built into Bomgar, PlumChoice is better equipped to communicate with customers because service records are readily available.

Other Bomgar features have enhanced support to PlumChoice’s channel partners:

- **Team chat** - This feature allows PlumChoice agents to discuss issues behind the scenes with other agents, giving customers faster problem resolution and better overall service.
- **Customized end user surveys** - The customized surveys at the end of each support session enhance service to PlumChoice’s channel partners.
- **Session recording** - The ability to record and archive sessions enables PlumChoice to monitor agents and “innovate services behind the product.”

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## ABOUT BOMGAR

Bomgar provides remote support solutions for easily and securely supporting computing systems and mobile devices. The company’s appliance-based products help organizations improve tech support efficiency and performance by enabling them to securely support nearly any device or system, anywhere in the world — including Windows, Mac, Linux, iOS, Android, BlackBerry and more. More than 6,500 organizations across 65 countries have deployed Bomgar to rapidly improve customer satisfaction while dramatically reducing costs. Bomgar is privately held with offices in Jackson, Atlanta, Washington D.C., Paris and London, and on the web at [www.bomgar.com](http://www.bomgar.com).

