



“The way our industry works, a critical problem could pop up anytime. Instead of e-mails, our team collaborates in one place—TeamSupport.”

WILL MURPHY - DIRECTOR OF SOFTWARE SUPPORT & DEVELOPMENT

A TEAMSUPPORT CASE STUDY

AT A GLANCE

COMPANY



INDUSTRY

Entertainment lighting hardware/software

HQ

Los Angeles, Ca.

CUSTOMERS LOCATED

Worldwide

TEAMSUPPORT USER SINCE

December 2012

THE BUSINESS CHALLENGE

For A.C.T Lighting, an importer and provider of high-quality entertainment lighting products, the show must *always* go on.

But as the company has grown, the level of support required by customers has increased as well. While A.C.T Lighting prides itself on standing 100% behind its hardware and software products, keeping up with customer inquiries was increasingly challenging with a growing customer base and a support team spread among Los Angeles, New York, Toronto and locations in between.

“We needed a Web-based system that would connect the whole team together in one interface and get us away from using e-mail as a way of internally addressing customer issues,” explains Will Murphy, Director of Software Support & Development.

THE TEAMSUPPORT DIFFERENCE

Murphy says TeamSupport was the natural choice because of its:

- **Ease of use**

The team was seeking a web-based solution that would be easy to set up and use, with a great interface. A web-based system minimized the need for IT support and avoided OS incompatibilities.

- **Integration capabilities with popular business tools**

A.C.T Lighting needed a help desk software that would integrate with its sales team’s CRM. “What caught our eye was that TeamSupport was already integrated with some of the key players like Highrise, Zoho and Salesforce,” says Murphy.

- **Affordable price**

A.C.T Lighting required a cost-effective solution, and TeamSupport offered significantly more features for the price.

A.C.T Lighting's support team also relies on TeamSupport's unique WaterCooler, an internal social media tool that allows team members to participate in group discussions in a private, internal forum that is behind the scenes. With team members in far-flung offices across coasts, the WaterCooler brings them together in a protected online space to share information within the group to solve customer issues and collaborate about R&D.

Not only does the WaterCooler provide a secure space for team members to solve problems together, but these conversations can also be linked to tickets, issues, groups or people as appropriate.

"What's great about TeamSupport's WaterCooler feature is that everyone on the team can benefit from shared knowledge, problems are solved, and customers are served with greater efficiency," explains Murphy.

Today, A.C.T Lighting averages about 500 to 1,000 tickets a month. "I can't believe we were doing that all via e-mail," says Murphy. "We needed TeamSupport because we were seeing issues popping up that were more complicated or complex—One person may not know the answer, so you need to collaborate. Instead of passing e-mails around, we wanted that conversation and collaboration all in one place."

And, another secret to A.C.T Lighting's success with TeamSupport is the responsiveness and support they receive as TeamSupport customers. "TeamSupport's personal approach is a huge selling point," adds Murphy. "They listen and try to understand our needs. That says a lot."



TeamSupport helps you:

RESOLVE ISSUES quickly.
COLLABORATE more effectively.
Know your **CUSTOMERS** better.
Support the needs of your **ENTERPRISE**.



**CALL OR E-MAIL TODAY TO
SET UP A PERSONALIZED DEMO**

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