

# CyLynx Case Study

## 1 Hour Hosting >>



### BRIEF

*1 Hour Hosting takes its customer service to the next level with CyLynx Support and finds that it can now grow more effectively (and breathe a whole lot easier).*

**Surviving in the competitive Web hosting industry is becoming an increasingly challenging task. A Web host must establish and maintain an impeccable reputation for delivering quality customer support in order to retain its current customers and expand its market presence.**

**After tirelessly building and operating 1 Hour Hosting, a successful Web hosting venture based out of Los Angeles, California, business owner Matthew Jenkins selected CyLynx to provide his customers with accessible, immediate, expert, and personal customer support. By outsourcing its support to CyLynx, 1 Hour Hosting is now able to expand freely with no detriment to its customer service while Matthew can finally take a well deserved vacation.**

### THE CASE

1 Hour Hosting is a Web hosting provider that has claimed its niche in the competitive marketplace by providing new customers with their Web space within one hour of signing up during regular business hours. They currently have over 1,800 customers, many of whom are referrals from existing customers. They provide business hours support via email and phone. Since its inception, the company has had minimal staff to handle all of 1 Hour Hosting's customer support, account initialization, sales, billing, and marketing.

### 1 HOUR HOSTING'S DILEMMA

Despite having little assistance in his hosting operation, Matthew has committed himself to continually provide his clients with excellence in customer support. While this commitment has succeeded in retaining customers and spreading the word about 1 Hour Hosting's dedication to pleasing the customer, Matthew was facing three dilemmas:

1. 1 Hour Hosting could not effectively grow its business if the company's resources were all exhumed answering technical support inquiries.
  2. As 1 Hour Hosting continued to expand, it was becoming increasingly difficult to provide its customers with the necessary quality of customer support.
  3. Owner Matthew Jenkins was unable to breathe, much less take a vacation, without worrying that his customers were not being taken care of.
- 1 Hour Hosting sorely needed a solution for its customer support dilemma. Matthew could not afford the enormous costs and headaches of hiring a full scale support team to handle customer queries, and he did not want to sacrifice quality support in order to expand his business.

### CYLYNX'S SOLUTION: OUTSOURCED CUSTOMER SUPPORT

1 Hour Hosting found its solution in CyLynx, Inc., which specializes in providing outsourced customer support to Web hosting companies. CyLynx provided 1 Hour Hosting with a scalable solution, beginning with 24 x 7 outsourced email support, that would allow the company to focus on creating new business opportunities without worrying about providing excellent customer care.

### THE TRANSITION

CyLynx's cost-effective price plans made outsourced support a feasible and enticing option for 1 Hour Hosting, a company looking to increase its market share and please its current customers.

"I am still astonished at how smoothly the transition went in transferring my support responsibilities over to CyLynx. One morning I woke up, and CyLynx had already begun responding to my customers' emails. I was truly impressed."

*-Matthew Jenkins, Founder and CEO, 1 Hour Hosting*

In order for CyLynx to provide email support to 1 Hour Hosting's customers, there had to be a period of time where information was exchanged. One of 1 Hour Hosting's foremost concerns was with the smoothness of the transition. Even if CyLynx delivered superior email support over the long run, it was meaningless if customers were lost during a shaky transition period. CyLynx's comprehensive five step "scoping" process, called "The CyLynx Implementation Process", facilitated the crucial knowledge exchange without a hitch. >>

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### THE CYLYNX IMPLEMENTATION PROCESS

1. Sales
2. Pre Enlightenment
3. Enlightenment
4. Immersion
5. Launch!

Immediately following the closing of the sale, marked by the signing of the Support Services Agreement, came "Pre-Enlightenment", a period when CyLynx assigns two individuals to facilitate the knowledge transfer of a new client. For 1 Hour Hosting, CyLynx assigned John Conde as the Service Delivery Agent, who is responsible for working with the client on the initial phases of the support transfer. Liza Urbano, located at CyLynx's Customer Interaction Center in the Philippines, was assigned the role of Account Executive, who is responsible for managing the 1 Hour Hosting team and handling day to day correspondence with the client.

The Enlightenment phase began when 1 Hour Hosting was contacted by John Conde to conduct a thorough needs analysis, gather necessary support documentation, detail the Web hosting platform and technologies, establish escalation procedures, learn about the company's policies and procedures, and set a launch date. John then coordinated with Liza, the Account Executive, and CyLynx's Training, Operations, and Quality Management departments to quickly ramp up for the new client. During this "Immersion" phase, members of the team spent hours reading through 1 Hour Hosting's documents, testing the control panel capabilities, converting the information into training manuals, and perusing through past support email

correspondence. It was also during this time that CyLynx created 1 Hour Hosting's CRM (Customer Relationship Management) account, the web based application used to manage all customer interactions.

After two weeks of preparation, CyLynx informed Matthew that the team felt confident to begin supporting 1 Hour Hosting's clients. At this point, CyLynx encouraged Matthew to send test email queries to his support team in order to assess their ability to respond satisfactorily.

### THE VERDICT

"I was literally blown away by the quality of CyLynx's responses to my test email questions. They quickly replied with personal and accurate solutions to each problem, polishing their answers with polite introductions and closures, links to useful information, helpful suggestions, and the courtesy of keeping my customers' best interest in mind."

One week later, CyLynx began supporting 1 Hour Hosting's clients.

Not only did CyLynx relieve 1 Hour Hosting of its email responsibilities, but CyLynx also improved the overall quality of its responses. Because of time constraints, 1 Hour Hosting was only able to provide very basic answers to email requests. CyLynx on the other hand provides 1 Hour Hosting's customers with dedicated support, and therefore focuses on giving customers service oriented emails that go above and beyond the call of duty.

All of this was accomplished without 1 Hour

Hosting giving up control. CyLynx provided 1 Hour Hosting with access to the CRM system, allowing the company to monitor in real-time the interactions between CyLynx and his customers. It even allows 1 Hour Hosting to respond to emails or escalated issues.

### EXPECTATIONS AND FUTURE PLANS

Once a solid foundation has been laid for providing email support, and product knowledge has been clearly established, Matthew expects to outsource voice support to CyLynx as well. By no longer being responsible for performing the time consuming aspects of technical support, 1 Hour Hosting has been able to dedicate a greater percentage of its efforts to growing the business. Time once spent answering technical support emails will now be used for marketing, sales, and other important priorities of life.

*"I finally get to take a vacation!" sighs Matthew Jenkins.*