



Smart Remote Support Wows Customers

Digitalization with TeamViewer has helped Norwegian CRM supplier Ganske Enkelt to streamline its customer support process for 10,000 users.



Customer loyalty requires not only a good product that is regularly improved through updates and adapted to changing customer requirements. Fast, friendly and above all efficient customer service is also important. The Norwegian CRM supplier Ganske Enkelt was faced with the challenge of making its customer service support processes more efficient. The customer experience should be as positive as possible throughout the entire support process.

Ganske Enkelt's customers operate across a variety of b2b sectors including finance, trading and manufacturing, but one thing they are often characterized by is their long and complex sales processes. When it came to service and support for such specific needs, an efficient solution was needed.

Challenges

Ganske Enkelt's key challenges included:

- ➔ **Small customer support team required to help a customer base of around 10,000 users**
- ➔ **Tailored CRM systems meaning there is no 'one size fits all' solution for supporting customers**
- ➔ **Varying customer knowledge of CRM systems meant support team had to understand and fix a range of problems**

Solution

Using TeamViewer, Ganske Enkelt can offer first-class support by not just talking to customers, but interacting with customers. In turn, this has helped the company retain its strong customer base, one of Ganske Enkelt's core business goals.

Results

Whenever questions, concerns or problems arise, TeamViewer enables the customer service team to respond quickly and efficiently. TeamViewer just works and is the reason why Ganske Enkelt relies on TeamViewer for more than a decade.

- ➔ **Increase in NPS score**
- ➔ **Satisfied customers for the long term**
- ➔ **Stronger integration between customer support and sales teams**



Supporting customers through real time interaction

Established in 1995, Ganske Enkelt is one of Norway's first suppliers of Customer Relationship Management (CRM) solutions for small and medium businesses. As a small but established company with 26 years of expertise, Ganske Enkelt has the flexibility to provide tailor-made CRM solutions for its customers in an intensive and straightforward collaboration. The company has a clear goal: to be the best CRM provider.

Ganske Enkelt is one of Norway's largest retailers for SuperOffice CRM, which at the same time is their main CRM platform. SuperOffice serves around 650 businesses with more than 10,000 users in Norway and increasingly other regions in Northern Europe. Operating as a team of seven, the customer support team may be small, but it has a mighty task of ensuring all users are using its CRM system in a smart way and can troubleshoot any technical issues easily. Thanks to TeamViewer, technicians can gain remote access to the customer's computer at the click of a button once the customer ID is shared.

Supporting customers through email discussions is long, impersonal, and often unhelpful for the user. Thanks to TeamViewer, Ganske Enkelt can contact and help customers through a range of accessible channels in real time. Using email, chat and the phone, the support team can not only discuss an issue, but go through the steps on how to fix the problem by using remote access.

Problem resolution often on the first call

Ganske Enkelt has a support section on its website where customers can download the TeamViewer QuickSupport module. When the support agent talks to a customer on the phone and wants to start a remote session to solve a problem, he can guide the customer to the right place on the website. The customer downloads the small file TeamViewer QuickSupport and once started, they can provide their ID and the technician is given remote access to the computer to investigate the problem further. This means that the support team gets a clear understanding of the issue and can fix the problem first hand, often on the first call.

This process is so simple for customers, that sometimes a customer will call up and immediately say "I have an ID. Can you help me?". This highlights how easy it is for customers to get technical support and how TeamViewer enables Ganske Enkelt to offer clear and accessible help.

The support team at Ganske Enkelt deals with around 40-70 issues each day. Operating as a team of seven, the support technicians need a simple solution that can help them fix customer problems as efficiently as possible. Thanks to TeamViewer, technicians can gain remote access to the customer's computer at the click of a button once the customer ID is shared.



” Fredrik Moen, Head of Customer Service, Ganske Enkelt

Simplicity is the main driver behind us using TeamViewer. As a company, we are invested in supporting each of our customers, one by one, and taking the time to call them and solve their specific problems. TeamViewer enables us to execute a premium customer service all at the click of a button.

Simple and seamless for customers and technicians

One regular issue that the support team needs to deal with is email integration. Ganske Enkelt's CRM system can integrate with the most common email software such as Microsoft Outlook, so users can import email correspondence to the customer's contact card in the CRM. Experiencing errors in the integration can be frustrating for customers because they want to archive an email, for example, but they are unable to do so. This is where Ganske Enkelt needed TeamViewer to connect to the customer's computer and easily align the email software with the CRM system.

Thanks to TeamViewer the support team can immediately resolve the issue using remote access, and build stronger relationships with the customer by having a more meaningful interaction with them.

More than first-class support, but a critical sales tool

TeamViewer has not just helped Ganske Enkelt offer first class support to its customers, but also enabled the customer support team to uncover potential sales opportunities. When a technician has got remote access to a customer's computer, he can see, with the customer's permission, his or her working practices and if there are more efficient processes that can help that individual reach their goals.

In turn, the customer support team is not just a support function but a first point-of-call for potential sales leads. By using remote access, the technician can document the specific issues that the customer is facing through screenshots and recordings. These materials can then be shared with the sales team, who are then informed about the customer's problems and can make a more accurate and meaningful sale proposition to the business in hand

This strengthens integration between the customer support and sales teams, as well as positioning the customer support team as a critical business function at Ganske Enkelt.

Take the next step

To learn more about the TeamViewer solution presented in this article, please contact your TeamViewer sales representative. Visit us on: www.teamviewer.com/de/produkte/teamviewer

About TeamViewer

TeamViewer is a leading global technology company that provides a connectivity platform to remotely access, control, manage, monitor, and repair devices of any kind – from laptops and mobile phones to industrial machines and robots. Although TeamViewer is free of charge for private use, it has more than 500,000 subscribers and enables companies of all sizes and from all industries to digitize their business-critical processes through seamless connectivity. Against the backdrop of global megatrends like device proliferation, automation and new work, TeamViewer proactively shapes digital transformation and continuously innovates in the fields of Augmented Reality, Internet of Things or Artificial Intelligence. Since the company's foundation in 2005, TeamViewer's software has been installed on more than 2.5 billion devices around the world. The company is headquartered in Goppingen, Germany, and employs more than 1,200 people globally. In 2019, TeamViewer achieved billings of around EUR 325 million. TeamViewer AG (TMV) is listed at Frankfurt Stock Exchange and belongs to the MDAX.

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About Ganske Enkelt

Ganske Enkelt is a Norwegian supplier of CRM (customer relationship management) systems to a wide range of businesses. The company's solutions help customers streamline their business processes within the areas of sales, marketing and customer support. Investing in CRM is not a matter of procuring an IT tool. It's about implementing strategies that put your customer first and building a system which helps you plan, execute and monitor a great customer experience every time. More information can be found at: <https://enkelt.no>.

Let's connect.



www.teamviewer.com