TeamViewer and Armenian Software:
Growing ROI in Customer Support For Over a Decade

Business management and accounting software provider builds 10-year partnership with TeamViewer to take its customer support to the next level – serving around 6000 organizations and managing around 1000 calls a day, all with just 90 technicians.

Initial Situation

Armenian Software builds, implements, and supports IT accounting and management systems for businesses of all sizes across Armenia and Artsakh. Offering both standard solutions and specialist technologies for enterprises managing complex accounting and banking systems, Armenian Software consists of around 200 employees and 11,000 customers. Since 2018, the organization has experienced a significant increase in its customer base due to growing sales in both retail and distribution systems. This has placed mounting pressure on Armenian Software to attract and retain its customer base through strong customer service and remaining one step ahead of its competitors. Its support team, consisting of 90 technicians, supports over 6000 organizations and manages around 1000 calls every day.

Armenian Software turned to TeamViewer for remote support as it needed to address this rising demand without wanting to compromise on service quality. Since implementing TeamViewer, Armenian Software has not looked back and now considers it one of the most effective financial investments the business has made in the past decade.

Business Challenge

Facing a growing customer base, Armenian Software soon found it became impossible to depend on their 90 technicians alone to offer strong customer support. The organization needed a remote support solution that could aid the team in managing a range of technical queries. Key challenges included:

- **Managing demands and queries** from an expanding customer base without compromising on service quality. The support team manages around 1000 calls every day, and this usually increases during tax and reporting periods.

- **Finding a solution** that could help the organization scale in line with its growing customer base, so the business could also focus on keeping one step ahead of its competitors.

- **Using a solution** that could help customers communicate challenges and technicians demonstrate solutions. As IT systems increased in complexity, so did the support processes. Most queries come from small- or medium-sized businesses that do not have many internal IT resources and therefore depend on Armenian Software for their specialist expertise.

TeamViewer Solution

In 2010, Armenian Software chose TeamViewer Remote Support for its leading reputation and position in the market. Many customers already had the free version of TeamViewer installed, and wider access to customers through the internet made a remote solution an appealing investment for the expansion of the organization. TeamViewer has now been a trusted partner of Armenian Software for more than a decade.

Results

⊕ **Significant time savings**

Time spent managing problems has decreased significantly, thanks to less time spent on face-to-face interactions and phone calls. Each consultant has about 28 calls every day, with each call lasting around five minutes. In comparison, a phone call took around 30 minutes, so implementing TeamViewer resulted in a 600% reduction in call time.

⊕ **Increased satisfaction**

Decreased call length and efficient problem solving results in happier customers and satisfied support consultants. Technicians can address a broader range of issues and not spend as much time on more basic problems.

⊕ **Exceptional ROI for business**

The organization considers TeamViewer as one of the most effective financial investments it has made in the past 10 years.

We implemented TeamViewer back in 2010 and have not looked back. TeamViewer has become an integral asset to our customer support team, enabling us to maximize efficiencies, keep up with customer demands, and strengthen both customer and employee satisfaction. Without it, Armenian Software would not be the leading organization that it is today.

Georgi Avetisyan, System Administrator at Armenian Software
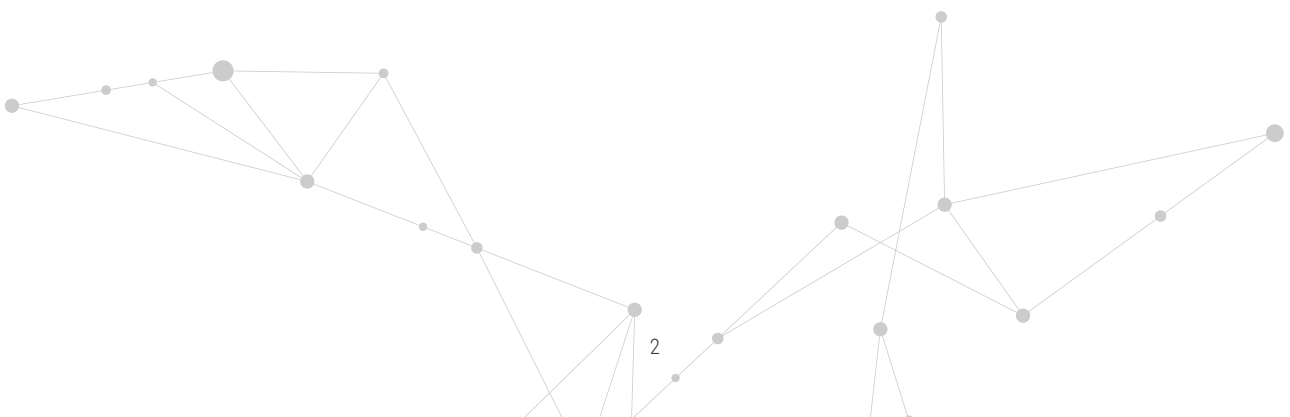
Maximized Efficiencies for Support Teams

Prior to using TeamViewer, Armenian Software supported customers through face-to-face visits and phone calls. This required a lot of time and patience from the support team, especially with small and medium business customers who had poor IT skills or little understanding of Armenian Software's solutions. Now, the team conducts around 50 percent of its calls through TeamViewer. This has resulted in significant reductions in time spent on cases, due to being able to connect to customer computers at the click of a button. In turn, support consultants can now address issues in five minutes, rather than half an hour on the phone.

Furthermore, TeamViewer also enables Armenian Software's support team to serve several customers simultaneously, resulting in an additional increase in efficiency. Technicians depend greatly on remote support functionalities to manage customer demands. On average, each technician spends around 260 minutes on TeamViewer every day; that's more than half of the working day. This highlights just how integral TeamViewer is to the day-to-day operations of the customer support team.
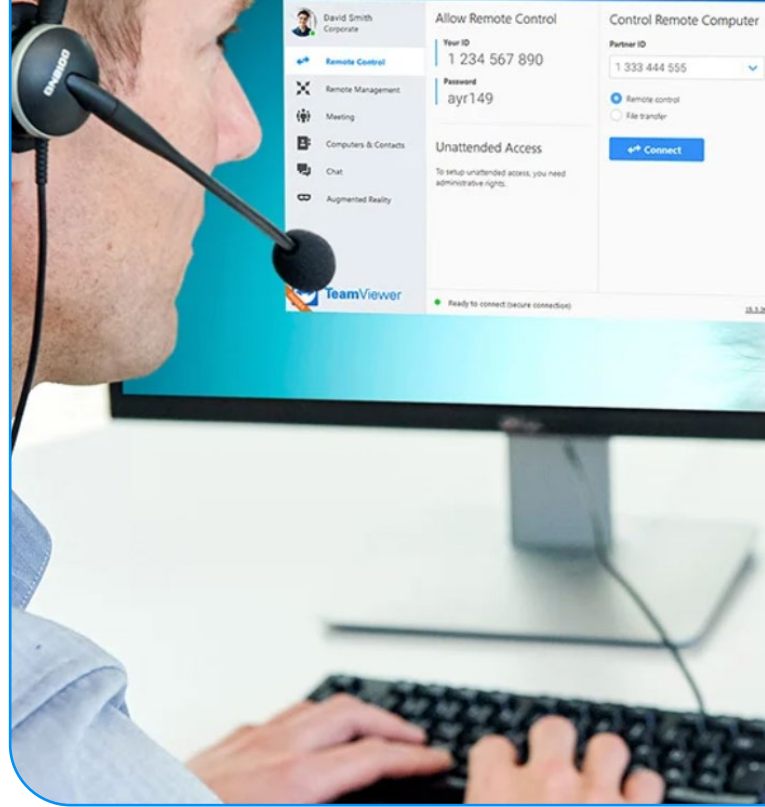
World-Class Customer Service

In addition to increasing efficiencies, TeamViewer has also enhanced communication between technicians and customers. Explaining an IT issue or solution to customers on the phone is much more challenging than demonstrating what is going on via TeamViewer. Customers feel more confident when consultants can connect to their computers and problems are solved together. "Our customers now associate our service with TeamViewer," explains Georgi Avetisyan, System Administrator at Armenian Software. "They often describe their experience as 'I make a call, and AS connects to my computer and quickly solves my problem.'

One common example of when TeamViewer is invaluable is when a customer is experiencing IT issues due to their databases not backing up. Support consultants from Armenian Software can simply connect to the customer's server and register the required files using Microsoft SQL server. In some cases, the required files are not available on the client's computer, but the consultant can use TeamViewer File Transfer to quickly transfer and register the files. This only takes a matter of minutes and results in high customer satisfaction – a win for both the customer and the support team.
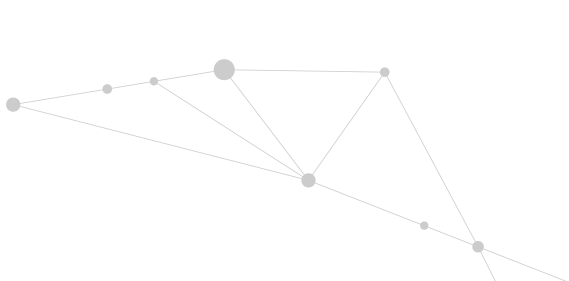
About Armenian Software

Armenian Software specializes in the development of business management systems, their implementation, and further support. They provide standard solutions to small- and medium-sized businesses as well as specific solutions to enterprises with complex accounting and banking systems, including banks and credit organizations. With 200 employees, 11000 customers, and 34 years of experience, Armenian Software is a leading software developer in Armenia.

About TeamViewer

As a leading global technology company, TeamViewer offers a secure remote connectivity platform to access, control, manage, monitor, and support any device — across platforms — from anywhere.

With more than 600,000 customers, TeamViewer is free for private, non-commercial use and has been installed on more than 2.5 billion devices. TeamViewer continuously innovates in the fields of Remote Connectivity, Augmented Reality, Internet of Things, and Digital Customer Engagement, enabling companies from all industries to digitally transform their business-critical processes through seamless connectivity.

Founded in 2005, and headquartered in Göppingen, Germany, TeamViewer is a publicly held company with approximately 1,400 global employees. TeamViewer AG (TMV) is listed at Frankfurt Stock Exchange and belongs to the MDAX.

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