

Support Revived by **BoldDesk®**



Body

For twenty years, Michel Sellers has served as CEO of Iowa Computer Gurus, a CMS and custom business solutions provider focusing on design, development, optimization, and support.

Challenges

Accepting support tickets via email is essential to IowaComputerGurus' mission to offer its clients support that exceeds expectations. However, the same mechanism that allows customers to easily submit support queries inherently opens itself up to spam. Removing unwanted messages and leaving genuine and actionable ones is the only way their help desk can function. And considering that their support email address has been online for twenty years, their exposure to spam is significant.

When a newly implemented solution couldn't detect and filter spam from their ticketing queue, their support team was hamstrung. They had to spend up to a minute and a half reading and deleting each spam message that arrived.

They needed a solution that would get them back on track by creating support tickets from email and managing spam so their agents could focus on helping customers.

Solution

Fearful of having to search the market again for another help desk, Michel instead turned to Syncfusion®, a company with which he already had a solid relationship. When he went to them for an answer, what they offered up was BoldDesk®, their help desk solution.



It solved the spam issue within 10 minutes of implementation.

Syncfusion understood that a support agent's ability to respond to a ticket has to be on par with the customer's ability to create tickets. And just like that, Michel's support was back in the game.

Results

Now, IowaComputerGurus does in minutes what it took them hours each day to do before: clearing out spam and leaving a slate of authentic tickets for their support team to resolve. Even managing the spam folder is more efficient, allowing them to select multiple items, delete them if necessary, and promote them back out if needed.

With BoldDesk, they've reduced their average time to first response by 15-20%.

Pull Quote:

"The [support] responses we get back are human, detailed, and they have what you're looking for."—Mitchel Sellers, CEO, IowaComputerGurus, Inc.

