



Network Service Provider Focuses on e-business to Reduce Costs

Customer service is something every business focuses on. But not every business finds the right technology solution to deliver the service that demanding customers want and expect. Axon Computertime recently launched an innovative e-business solution that profits both Axon and their customers. "The first benefit we anticipate is a sharp reduction in costs," says Scott Green, Axon's General Manager — marketing and client services. "Our online information will cut the phone calls we receive from our major clients by 40 percent and will save us nearly \$100,000 a year."

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Green adds, "But that doesn't even begin to consider the benefits of delivering valuable information to our customers — on demand. We have increased our

quality of service, customer satisfaction, and customer loyalty. And that has a lifetime value."

Everyone Benefits

"It started with a simple question," says Green. "How can we make what we do more visible to our clients and deliver more value to our customer? The simple answer was to open up our business to them."

Using Axon's new system, customers get secure online access to Axon's own corporate information system. The network service provider has introduced a new standard of customer service, helping customers to cut costs and do business the easy way — over the Internet.

Application Online customer inquiry service

Business Value Reduction in costs with a savings of nearly \$100,000 a year; increased quality of customer service

Software IBM Net.Commerce
Lotus Notes
Lotus Domino
IBM DB2
IBM MQSeries
IBM Firewall

Hardware IBM RS/6000



Axon's new system provides customers secure online access to its corporate information system.

"Being one of the first to develop and implement this solution certainly delivers a competitive advantage for Axon," Green says. "But we've also created benefits for our customers. By saving them time and effort, our system will help them cut costs as well."

Current Information at your Fingertips

Using IBM Net.Commerce software and IBM servers including the IBM RS/6000, Axon developed a business-to-business customer service solution that enables authorized customers to access a range of corporate information located on Axon's Web site at www.axon.co.nz.

"That was one of the reasons we chose IBM's Net.Commerce. Its firewall and overall security are excellent. We believe we have as secure a site as anyone in the world can offer."

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But opening its virtual doors to customers over the Internet meant that Axon had to secure its own information systems. Using IBM's Firewall v3.1, Axon can shield one customer's information from another. "You also have to ensure that only certain people in your customer's business can access certain information," Green says. "That was one of the reasons we chose IBM's Net.Commerce. Its overall security is excellent. We believe we have as secure a site as anyone in the world can offer."

Information stored on the Axon site includes product and price lists, outstanding orders, service call status, and invoice statements. By

entering a password, an authorized customer can check the estimated delivery date, how many PCs or printers were ordered, when the order was placed, and review recent invoices. In the future, Axon customers will be able to enter orders, log service calls, check for product availability, and analyze service levels.

Before the e-business system, a customer's query on an outstanding order, for example, might have taken a half hour to answer and involved calls to various staff and suppliers. "Now," Green says, "that information is not only available in minutes, but also is as current and accurate as it can be."

Meeting the Challenge

Opening its system to customers presented Axon with another challenge. It gave them a reason to re-engineer their entire business and reevaluate the way people work. "By giving customers access to a system that promises quality information, you increase their expectation that the information is complete and up to date," says Green. "That forced us to make significant changes."

Being more visible to the customer has made Axon improve the way it manages service calls. In the past, service personnel were too busy fixing customer problems to tell anyone which jobs they had completed. "Now because everything's visible to the client, they [service personnel] update jobs upon completion, close jobs faster, and an invoice is in the mail before the service person is back in the office," says Green.

Customer Wishes

Several of Axon's customers were so impressed with the solution, they're now considering the customer service system for themselves. "Demand for this system is much stronger than we initially thought," says Green. "Our customers keep asking one question: 'When can we get this system for ourselves?'"

For more information please contact your IBM Marketing Representative or IBM Business Partner.

Visit our e-business Web site at www.ibm.com/e-business.

For detailed information on Axon, visit their Web site at www.axon.co.nz.



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