



Company Name

Satelites Mexicanos

Industry

Telecommunications

Web site

www.satmex.com

Solutions Partner

ACM Group

Solution

HEAT® Service & Support,
iHEAT™

Business Benefits

- Automatic escalation of open tickets promotes faster responses to customers
- A centralized location for logging all tickets has dramatically improved communication among the tech support team
- iHEAT enables technicians to view, open and close tickets at various Satmex locations
- GoldMine® Sales & Marketing™ will further round out Satmex's comprehensive CRM strategy

Satelites Mexicanos Enhances Internal Communication, Customer Responsiveness with HEAT® Software

COMPANY PROFILE

Satelites Mexicanos (Satmex), based in Mexico City, is the leading satellite telecommunications provider in Latin America, offering voice, data, video and Internet services to 39 countries in North America, Central America, South America and the Caribbean. The company provides satellite space to industries including broadcasting, media, universities, distance learning (middle education), Internet service and data transfer providers, corporations, banks and even the Mexican army. Satmex is a member of the Loral Global Alliance, and offers its users the advantage of the support of a worldwide network of satellite capacity.

BUSINESS NEED

For most of Satmex's customers, satellite service is mission-critical to their operations. Radio and TV stations can't afford downtime, nor can banks transmitting financial data, and especially not the Mexican army, where matters of national security are at stake. So when any problems arise, such as blocked signals or transmission interference, they need a quick resolution from Satmex.

Technicians in the Satmex tech support center must identify the source of problems and resolve them as quickly as possible. Meanwhile, they provide alternate satellite space for the customer to use temporarily.

Previously, tech support at Satmex was managed by "paper and people," meaning details about calls were recorded in hardcopy format or not at all. Individual technicians would handle calls without recording them at times, making it

impossible to track average call times or trends in types of calls. Most of all, internal communication suffered. When trying to upsell to existing customers, sales representatives were unaware when customers had service problems. In a competitive industry, Satmex knew it needed to invest in customer relationship management, beginning with a system for managing all its tech support issues.

"Communication has improved dramatically within the tech support area because we have a single place where all information is stored."

– Alexander Danon, Systems Director

HEAT® SOLUTION

Satmex selected HEAT software from FrontRange Solutions because it offered the powerful support center functionality the company needed at an attractive price. Topping the company's list of desired functionality were Web-enablement, open architecture, ease of use and rapid time to implement. ACM Group, a FrontRange Solutions partner in Davie, Florida, helped Satmex implement HEAT to fit the



Satelites Mexicanos

Quick Stats

Employees: 200+

Technicians: 12

Customers Supported:
300-400

Call Tickets per Month: 250

Operating Environment:
Windows 2000 and NT;
Oracle 9i

Features Using:

- Call Logging
- Business Process Automation Module (BPAM)

company's workflow and specific needs, and resolved any technical issues that arose.

Currently, both the tech support and sales departments are using HEAT to log service-related calls. As calls come in, those manning the phones can quickly and easily create a call ticket. Depending on the type of call, tickets are assigned to the appropriate technician.

Using Business Process Automation Module (BPAM) within HEAT, Satmex has established business rules to ensure that it addresses all issues quickly. If a ticket is not addressed in 15 minutes, a supervisor steps in, and if not in 30 minutes, then a director steps in. This has enabled Satmex to establish and adhere to service standards, and therefore respond to customers more quickly.

Because Satmex has three sites in Mexico, it also implemented iHEAT, a HEAT add-on from FrontRange Solutions that allows users to access HEAT from remote locations. At headquarters and the other two sites, technicians and managers can view, open and close call tickets. Even when Satmex transfers control from one location to another, the customer support system remains centralized.

According to Alexander Danon, Systems Director for Satmex, one of the most valuable aspects of HEAT has been improved communication among the staff. At any given time, tech support and sales representatives can view the current "ticket taxonomy," as Danon refers to it.

"Communication has improved dramatically within the tech support area because we have a single place where all information is stored," Danon said.

Plus, at the touch of a button they can run a number of pre-built reports using HEAT Answer Wizard to determine factors such as number of open tickets, call durations and

call types, and identify areas that require attention.

"We will be able to focus our efforts where we have major problems," Danon said. "If a client has a problem, an executive and sales director will now know about it, and if it's not resolved in a reasonable amount of time, the VP of sales will know about it."

"With HEAT, we know our support process is working right, whereas before we had no way to know," Danon added. "It gives us some peace of mind."

THE FUTURE

Moving forward, Satmex plans to call on HEAT to log and track other business functions, such as contract management issues. Also, as part of Satmex's goal to achieve a comprehensive CRM solution, ACM Group is helping the company implement GoldMine[®] Sales & Marketing[™], contact management, and sales and marketing automation software from FrontRange Solutions. GoldMine will give Satmex a solution for keeping track of all communications with prospects and clients, and a centralized contact database for the entire company.