

ScreenMeet's Cloud-Based Enterprise Remote Support Solution Integrates with Salesforce and ServiceNow to Modernize World's Largest Technical Support Organization

The ScreenMeet Customer

This ScreenMeet customer helps individuals and organizations build their digital future and transform how they work and live. The global enterprise provides customers with the industry's broadest and most innovative technology and services portfolio spanning from edge to core to cloud. With offices in more than 180 countries, this company serves 99 percent of Fortune 500 companies and has reported annual revenue in excess of \$90 billion.

The Challenge

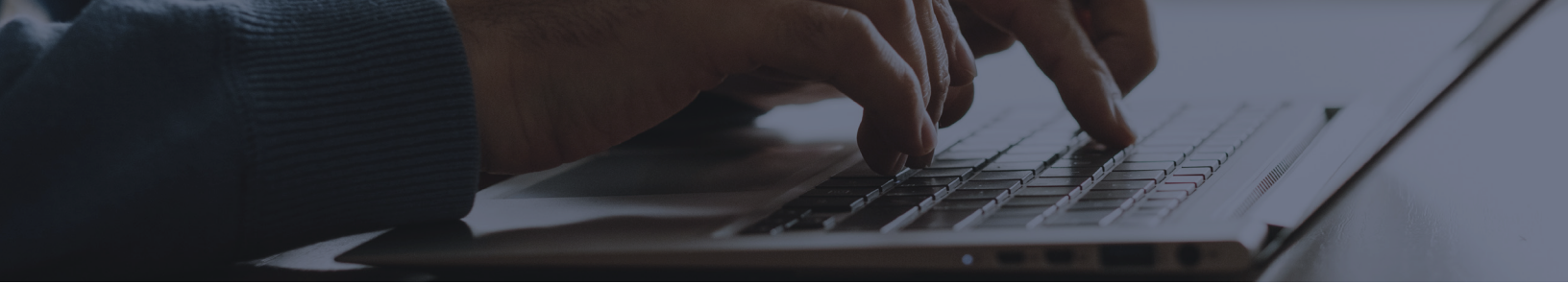
How can a global enterprise operating remote support centers in 25 countries and in ten languages attain agility and efficiency in delivering peerless remote enterprise customer support to its worldwide customer base?

The Set-Up

Recently, the historic merger of two market-leading providers of technology products and solutions produced a global enterprise with unparalleled reach across small business, commercial and enterprise market segments. The promise this new entity made to its customers and existing and prospective investors was to become a better company by delivering a better customer experience.

This new company, whose mission is to help its customers complete the journey to digital transformation, needed to undergo an IT modernization journey of its own. Its technical support organization -- now an amalgam of what had been a collection of isolated remote support organizations -- was suddenly the largest of its kind in the world, unwieldy from piecing together disparate tools and processes for addressing customer issues. Without a fundamental shift in its approach to remote customer support, the new enterprise would not be able to deliver on its promise to the marketplace.

The first step in modernization involved abandoning their on-premise CRM solution in favor of a more nimble, cloud-based CRM platform. They were essentially betting the house that replatforming on a cloud-based infrastructure was going to give them the flexibility and operational efficiency they needed to be responsive to their customers; they chose to make one of the largest-ever deployments of Salesforce.



Leadership understood that modernizing the technical support organization's CRM was an initial step toward the performance and control they sought. But this was only part of the solution: They would also need to replace their inefficient, pieced-together, remote support tools and processes with an enterprise remote support solution purpose-built and API-driven to deliver the same cloud-based flexibility and efficiency of their new CRM platform.

The Opportunity

Following this initial migration of their CRM to the cloud, their transformation journey called for deployment of a cloud-native remote support solution that could operate as a seamless extension of Salesforce.

In the course of a thorough review of their incumbent vendors and competitors, they found the incumbents to be deficient for a variety of reasons:

- Their integrations with the CRM platforms were limited (WebEx).
- Their architecture was not truly cloud-native and did not scale globally (Bomgar).
- Their agent-facing software was not web-based (Logmein).

When they evaluated ScreenMeet, they found a vendor in the category that understands the requirements of servicing a demanding, global, 24x7x365 enterprise customer. Not only did ScreenMeet approach the problem from the perspective of the technical architecture in the cloud, but they also fit perfectly with both the CRM platform and the users – requirements for simple, yet powerful remote support software in the cloud.

A feature comparison revealed that ScreenMeet had not only perfect feature parity with their existing solution, but it also had a comprehensive roadmap for innovation. They conducted an integration evaluation and confirmed that ScreenMeet would work seamlessly not only within Salesforce, their new CRM platform, but also within ServiceNow, the ITSM platform in service to support all internal IT help desk calls. They ran a number of in-field pilots to test the scalability and performance of ScreenMeet under a variety of real-world customer engagements.

Salesforce endorsed the selection of ScreenMeet for remote customer support, and after more than a year of deliberate work, the new enterprise deployed ScreenMeet to its customer service agents in the field.



The ScreenMeet Solution

The ScreenMeet deployment team was able to address fully the customer's technical requirements:

- The software had to work globally. With remote support offices in 25 countries operating in 10 languages, localization was a primary concern. In addition to localizing the platform for geographically distributed markets, The deployment team ensured the software was able to run behind corporate firewalls and was able to run in both low- and high-bandwidth environments.
- The software had to work flawlessly as the User and also escalate seamlessly to UAC mode. The team defined use cases under which Agents needed UAC permissions to perform technical support on remote machines. ScreenMeet was able to implement seamless and operationally efficient methods to achieve this.
- The software had to be able to interoperate with OEM software on the customer's machines. ScreenMeet was able to provide various builds to the enterprise customer to test and implement as a native solution on their PCs.
- The software had to write all of its data and more to the CRM platform. The companies worked together to define the outputs needed for auditing, reporting, and future analytics inside of the CRM platform's data model. ScreenMeet was able to convert what had been a lost opportunity with each service call to collect valuable session data into a vast source of business intelligence, all captured within Salesforce.

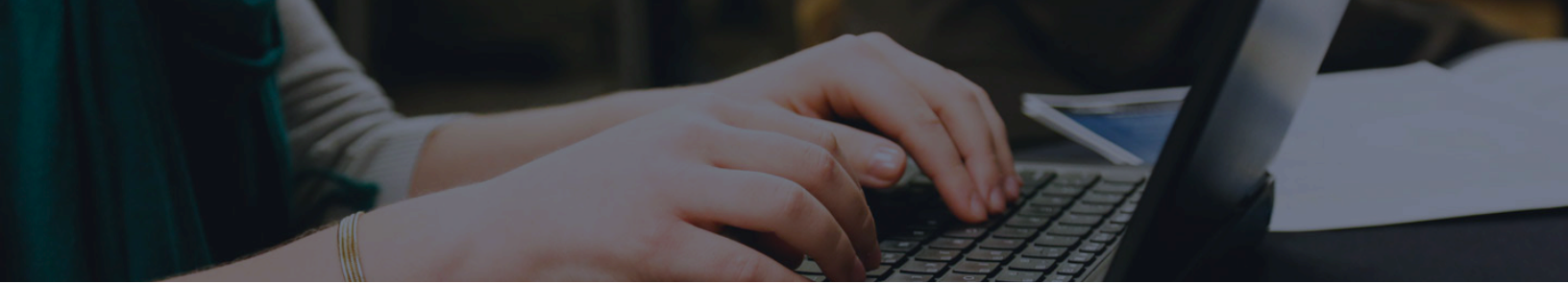
The Pay-Off

Utilizing the ScreenMeet solution, the remote support team can get customers into support sessions faster, easier and with less frustration. ScreenMeet enables support agents to resolve technical issues with fewer clicks.

Currently, the enterprise utilizes ScreenMeet for both remote support of external customers through Salesforce and for internal IT help desk sessions through ServiceNow. ScreenMeet's deep integrations with these CRM and ITSM platforms and white labeling provide agents with an elegant solution that delights customers.

This efficiency reduces mean time to resolution and raises customer satisfaction in the remote support experience. Saving a few minutes per call every time the remote support team talks to a customer has generated operational savings of millions of dollars per year as well as increased CSAT and NPS scores on the customer side.

Now that all session data are captured and ported back into the CRM and ITSM platforms, the enterprise finds itself with new channels of business intelligence that will further support the streamlining of support services and improvements in operational efficiency.



In short, ScreenMeet has helped this global enterprise achieve its own IT transformation and deliver on its promise to the market of superior customer experience. [Find out how ScreenMeet can help your company.](#)

The Scoop on ScreenMeet

ScreenMeet was founded in 2015 by online meeting and customer support veterans to build a new generation of web-based, enterprise tools for customer support and IT help desk at the world's largest companies. For enterprises seeking to deliver exceptional person-to-person customer support experiences, ScreenMeet provides purpose-built support software that integrates with CRM and ITSM platforms made with the latest web technology.

If you're ready to transform your enterprise's approach to remote customer support, [let's talk](#). We'd love to show you how next-gen remote support from the cloud can delight your agents and customers, alike.

