



Geckotech's Marketing and Customer Support Streamlined Through Use of the SpringCM SaaS ECM Platform.

For Chicago-based telecommunications company Geckotech (www.geckotechllc.com), keeping customers happy is job number one. As Geckotech created a web portal for their VoIP customers around the country to access product information, technical support and training, they decided to focus on a document management strategy from a different angle than most businesses' internally-oriented programs. Geckotech decided to implement the SpringCM on-demand ECM Platform to make sure their customers see the most recent version of every document they ask for, automatically.

Cloud to Cloud

Geckotech offers a hosted VoIP service, delivered over a Cisco Powered Network to provide clients with a feature-rich, flexible alternative to traditional phone systems. Complimentary upgrades are installed regularly; customers experience them seamlessly. When they want to know more about programs and services, they log on to a customer portal through the company web site to find information any time, not only about the status of their own account, but for technical information and other services. Geckotech wanted to be sure that no matter what document the customer went looking for, it would always be relevant information and the latest version.

"We are completely customer-driven," said Geckotech director of client services Randa Green. "Everything we can do for the customer we do, and we aim to reach them in a fun, friendly way that lets them know we care about their issues. We want to be a resource for our customers so they will want to reach out to us and keep a dialogue going."

The company feels strongly about living their principals, and one of them is that to be strong, businesses should concentrate on their core competencies and leave other things to experts who can be more efficient. Geckotech's position in the market is that they are the experts in telecommunications, there to make other businesses run smoothly.

"We wanted to use an on-demand company for this solution," Green said. "It just seemed appropriate that as we urge SaaS technology for our customers we use it ourselves."

Benefits

- Automatic version control for customer-accessed documents
- Analytics allow Geckotech to see what documents are accessed most often
- Organization shows immediately what holes need to be filled – what new documents should be created or old ones updated to meet customer needs
- Geckotech can now provide important informational documents any time, to any customer, over the internet
- Saves time internally by having documents automatically update instead of requiring a webmaster to pull down old versions and upload new ones



SaaS, also often called “cloud computing” because servers are kept remotely, has become a standard business practice around the globe as the technology has proven itself reliable and in fact more secure than on-premise servers, which can be hacked or destroyed by natural disasters. In the “Cloud,” documents are backed up by redundant servers, available any time; anywhere a customer has access to the Internet.

Today, most companies use document management for internal document management – making sure emails are captured; maintaining HR documentation; organizing Accounts Payable and Receivables; and keeping historical documents in archive. “We use SpringCM a little differently from most – we have a customer-driven purpose in bringing it on, rather than an internal need for data control,” Green said. “Although, as we grow, internal applications are likely.”

Core Strength – Customer Service

The SpringCM platform, like Geckotech, is designed with the customers’ needs in mind. Any challenge needing organization, security and accessibility of data for a company can be met with SpringCM’s suite of services.

“We are always telling our customers, do what you do as your core business and leave the rest to others. Be smart about it. Outsource everything that is not your core business,” Green said. “Document management is not our core business. We wanted to find a provider who really was a specialist.”

Geckotech was methodical in its approach. The company set up test accounts using several different providers and gave it some time to know what worked best for them. The director of the company’s IT department was one of the key decision-makers. Because Geckotech is a company offering on-demand solutions, the leadership in IT understood exactly what it was looking for and embraces the concept of cloud computing.

After experiencing several competitors, the company leadership collaboratively liked SpringCM the most,

Green said. Besides the technology, they appreciated the customer service provided by the Chicago office of SpringCM.

“In a nutshell, we chose SpringCM because it shared our outlook regarding how it’s run, its personality, its connection with customers, and it’s a hosted service just as are we, Green said. “It seemed to be similar in culture with us, which always leads to a better relationship. And we were very happy with the implementation.”

Full-Circle Documentation

Another plus in using SpringCM to organize and manage all customer-facing documents of Geckotech is that they can instantly see what customers most use. Analytics are built-in, so that if a particular document is accessed often, the company is aware right away that they may need to do more to address a need. As programs are updated internally, any holes in the information available to customers are also immediately identified so they can be addressed.

The company expects the new customer web portal to be a central component of their marketing program as well as customer service. They will be able to show prospects how easy and manageable working with Geckotech can be, with the customer always able to access needed material – even at 2 a.m. on a Saturday, for instance.

New material will be added to the system as it is produced, including documents such as technical materials and white papers, webcasts, podcasts, video and other graphics. All of them will be dynamic, not static – changed regularly to keep up with new technology. And SpringCM’s ECM platform will make sure of the organization.

“We’ve gone back to the basics: Provide a high quality, reliable service and treat every customer like they’re family”

— Josh Robbins, Managing Partner of Geckotech



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