OpSource

The Business of Web Operations

OpSource End User Support

Client Customer Care Center

With the rapid development of web based and SaaS applications, your company needs as much differentiation as possible. One of the leading shortcomings in web application delivery is the availability of 24x7 technical support for end users. Customers delivering applications through the OpSource On-Demand delivery environment are eligible to receive application specific end user support for their product through the OpSource End User Support service. End users can receive support through calls to an 800 number, emails, or tickets submitted directly in your application and routed to our support team through OpSource End User Ticketing. OpSource also provides customers with reporting on end user support inquires through OpSource.net, allowing you a view into the volume of inquiries and type of issues that your end users are submitting.

End User Support

The OpSource End User Support team is the backbone of the OpSource support infrastructure, providing experienced resources trained to respond to the needs of the on-demand user community 7x24x365. OpSource End User Support is built on top of a unique set of tools and processes that enables OpSource to fully support our customer's applications to their end users. At the onset of new support engagements, OpSource End User Support team members are assigned to the account and work closely with the customer to create a customized set of support materials. During the training and knowledge transfer process, OpSource representatives are indoctrinated into the customer's application specific requirements and introduced to the key resources required to support the overall application functionality. Also, during this process, the OpSource representatives are working with the customer to ascertain common support issues, stability of the application and existing support infrastructure. Specific application training can be arranged on an annual basis (introductory training or application refresh) with the end-user support organization.

During the set-up process, OpSource End User Support allocates the necessary call center infrastructure to accommodate a dedicated domestic toll free number and mailbox. This domestic toll free number will be used by the customer's end-users and private labeled in accordance with the customer's requirements. The OpSource End User Support team builds the backend solution to provide the customer with:

- Dedicated, toll-free number for domestic callers
- Branded private voicemail box
- Customer branded phone greeting
- Automatic notification of incoming calls (this informs the End-User Support team that the customer's end-user is calling)
- Email support
- Access to the End User Support feature of OpSource.net

The provisioning of the call center infrastructure can take up to 45 days and during this time the Application Engineer is base lining the application environment for production readiness and client tenancy. In addition, the customer-provided FAQs are populated into the knowledge base in order to respond to both the customer and the end-users' requests. The knowledge base is made up of scripted responses used by OpSource representatives to handle calls, and escalation procedures are put in place to manage specific call routing requirements. OpSource End User Support utilizes the knowledge base to:

- Respond to specific requests for application support
- Determine next escalation point for application based issues
- Determine call routing for non-operational inquiries (i.e. pre-sales, feature requests, etc.)

Throughout the life of the engagement, OpSource is working with the service delivery team and the customer to optimize the knowledge base to better respond to the end-user. The goal of OpSource End User Support is to be able to:

- Understand the end-user's request and quickly classify the request
- Respond back to the end-user with helpful information
- If need be, route the request to the appropriate support staff to better address their needs

OpSource End User Support strives for 100% customer satisfaction.

End User Ticketing

Through OpSource End User Ticketing and OpSource Services Bus, OpSource offers customers an interface that enables them create a support feature, which allows their end users to open a support ticket within the application itself. Customers simply gather the relevant information from their end users, and then post the data into the OpSource Services Bus, where it is routed directly into the OpSource End User Support team's queue. End users are automatically notified of the acceptance of their ticket and receive a tracking number. The process is simple enough to be rapidly deployed and utilized in your on-demand applications

From an end user perspective, the advantage of this approach is that the support function is integrated directly with the application. There is no need for users to pick up the phone – they simply fill out a form from within the application itself. From a customer perspective, this method allows OpSource to provide detailed reporting and insight into who is submitting tickets, the nature of the requests, and the volume of those requests.

The End User Ticketing feature integrates easily with your applications through the OpSource Services Bus (OSB). Based on a

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service-oriented architecture, the OSB allows web applications running on the OpSource On-Demand platform to take advantage of additional OpSource components, such as End User Ticketing, through a simple, powerful, and secure application programming interface. The OSB API also allows you to control the "look and feel" of how the end user support is integrated into your application or web interface.

OpSource.Net and OpSource Analytics

Customers leveraging OpSource End User Support also get access to reporting and analytical insight into their end user support requests through OpSource.Net. Customers get access to an End User Support feature that provides summary information on end user calls and tickets submitted over the past 30 days. Customers also can get more detailed insight into their support inquiries through OpSource Analytics, an OpSource On-Demand feature that provides an at-a-glance view of critical data that empowers software companies to make and act on high-impact business decisions.
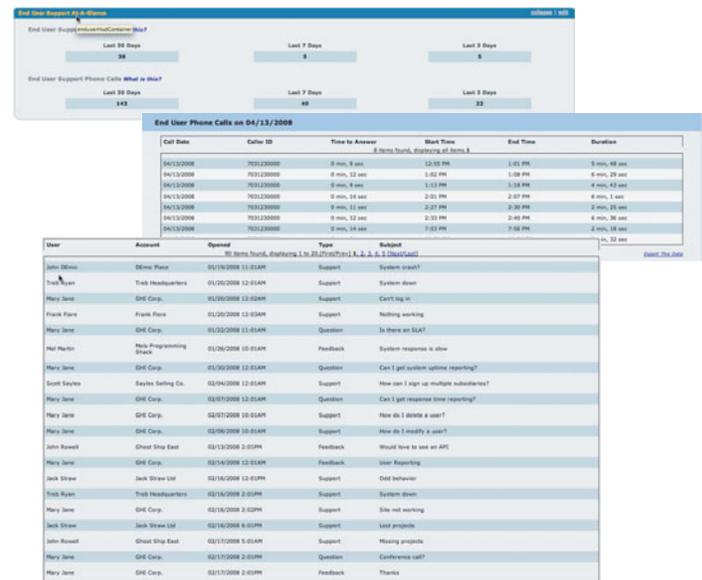
About OpSource

OpSource™ delivers Web applications and software as a service for on-demand companies, with hundreds of applications, millions of users and billions of transactions supported daily. OpSource On-Demand, the leading platform for Web application delivery, is defining how Web-based software is delivered. By choosing OpSource as their Web application delivery partner, companies are freed from investing in and managing the complex and costly infrastructure and services necessary to deliver applications over the Web. They can instead focus their resources on developing, marketing and selling their applications and services. OpSource On-Demand is suitable for companies at any stage of growth, with any type of on-demand application. OpSource is the only company to offer Success-Based Pricing[SM], a unit-based pricing model that allows businesses to begin with a modest minimum commitment and scale expenses as revenues increase.

Headquartered in Santa Clara, CA, OpSource has Web application delivery centers in Virginia, London and Bangalore. For more information about OpSource, visit www.opsource.net.

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