

Success Stories Collection

With Newired our customers gained significant results and impact for their business:



-40%

Training and onboarding time

-40%

Support tickets per week



-54%

Support emails per week

-38%

Support calls per week



-51%

Training expenses

-30%

Support tickets per month

SUCCESS STORY

Synertrade

Provide a unique enterprise solution to support suppliers and training employees



"We're very satisfied with Newired and all the onboarding and digital adoption problems it helped us address. In-app guidance is the most efficient way to deliver all the help and assistance that users need when using our e-procurement platform. We're also very glad about the OEM partnership, which allows us to add value to our solution with flexible pricing and subscription models."

Angela Romeo, Sales Account at Synertrade



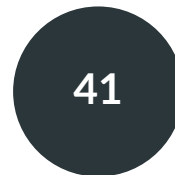
E-procurement industry



Managed on Synertrade platforms



Part of €2,5B Economon group



Countries served by Synertrade

synertrade | econocom

Company Background

Synertrade is a European leading provider of Digital Procurement software, offering solutions and services to optimize purchasing processes

Synertrade's eProcurement Suite - Synertrade Accelerate - offers access to the best of today's technology: cloud, big data, community and mobility.

Every year, an average of US\$ 600B is managed on Synertrade's eProcurement Suite. This platform is composed by different modules: Supplier Relationship Management, Procure To Pay and Source to Contract.

Synertrade is an autonomous division of the €2.5-billion-worthy Econocom group. The vendor's main motto is, "Innovative Procurement, Now," and it emphasizes the benefits of its platform single code base.

The problem

SUMMARY:

- Onboarding in multiple languages
- Integrating external users and suppliers
- Delivering effective user support

Although Synertrade's platform came to optimize many processes, software adoption always brings about some challenges. The main issue observed on it was related to delivering effective user support and onboarding users in multiple languages. Although User Manuals are available for all modules of Synertrade's platform, users usually do not read them - they normally open new support tickets every time they have questions or something is unclear.

Tickets often overload the support team's capacity, who has no other option than slowing down their performance and consequently the overall speed of its issue resolution.

Synertrade Accelerate is an E-procurement software which covers the entire procurement life-cycle, focusing on five main areas. Source to Contract provides support for Sourcing, Auctions and Contract Management; Procure to Pay handles internal Purchasing and Payment flows; Supplier Management streamlines the relationship management and evaluation with external business partners, while Purchasing Intelligence aggregates all KPIs of the procurement workflow and displays them in easy-to-understand data analytics dashboards. Last, Innovation Management supports the Product Creation Process between a company and its suppliers, from concept to realization.

Normally, the purchasing department of Synertrade's customers and business partners has an average of 70 internal users connected to the platform, but this number varies considerably from company to company. Synertrade sees a great potential to save time on the purchasing process: currently, the amount of time requested to finish it depends on the business partners' employees' skills, combined with their process knowledge. A single supplier qualification process could take 15 minutes to an expert user who owns all the documentation, but even hours if we are talking about an average user.

Sometimes, an end-to-end buying process, which appears to be simple to technical people, turns out to be unexpectedly harder for external users. In the past, the purchasing process was mostly carried out by employees inside a company. Digital Transformation has transformed procurement practices: e-procurement has digitalized some procurement tasks and delegated them to the suppliers directly. The result is that, apart from the internal staff who uses the e-procurement platform, we also have suppliers, who are external to the company, but also need to use Synertrade solutions on a regular basis. If providing internal training and support is challenging in itself, let alone reaching external users.

Synertrade needed a quicker and simpler way to contemplate all the users of its solutions, be they their direct customer or the latter's supplier. And that is how they found Newired.



The Newired solution

SUMMARY:

- Multilingual contextual help
- No development effort
- Improved usability with no interface changes
- Enhances customer satisfaction
- 40% reduction on overall training time
- 40% reduction on weekly support tickets

Newired has been installed on Synertrade Accelerate both on SaaS and On-premise, depending on the platform setup and customers' requirements. The ability to stay flexible and support these two distribution models at once was one of important differentiators which made Synertrade choose Newired. Currently, Newired has been deployed for two of Synertrade's customers: the most popular tyre manufacturers in the world and one of the most important pharmaceutical companies in the world.

For these customers, Newired instantly improved the onboarding of new and more experienced users, providing multilingual contextual help even on the simplest tasks such as clicking the right button at the right moment. With Newired, the total number of weekly support tickets for Synertrade's platform was reduced by 40%.

Results

-40%

OVERALL
TRAINING TIME

-40%

SUPPORT TICKETS
PER WEEK

Thanks to Newired, Synertrade Accelerate became easier without changing its own user interface: processes have become quicker, usability has improved and customer satisfaction has consistently been enhanced with no development effort.

Newired has also had an important impact on users' training: where the hosting application onboarding took an average of 9 days/year per user, it now takes only 60% of that time.



SUCCESS STORY

Lynx Group

Help to support internal users with the company ALM platform

"We've been really impressed about how fast Newired solved a pretty annoying and time consuming issue for us. After adopting the solution, we observed significant savings, higher quality and, last but not least, a friendlier process for our employees."

Luca Bassini, CEO in Emerasoft (Lynx Group)

€45M

Revenues in 2019

+150

International customers

+500

Employees around the world

7

Countries served by Lynx Group



Company Background

Lynx Group is a global company in the IT consulting field, earning around €45M per year, with 12 offices in 7 different countries around the world. The mission of LynxGroup is to increase and perfect its functional and technological skills in order to offer the most effective and customized solutions to its customers.

The latest acquisition in Lynx Group is Emerasoft, a fast-growing player in the Italian IT marketplace, which was the first one to introduce Newired in its internal procedures and tasks.

Today Lynx Group counts more than 500 employees, this is why they chose Newired as support tool to train each employee in the activity reporting system, where their day-by-day tasks are tracked.

The problem

SUMMARY:

- Training employees on Siemens Polarion ALM platform
- Avoid the users to overwhelm the support team and forget how to use the software

GROWTH ISSUES

Lynx Group is an international leading player for IT products and services.

Since 1998 its growth has been steady. Up to a few years ago, it was easy to monitor the activity of each employee, but as the recruitment grew and the tasks became even more specific, the need to fill in timesheets became crucial. For this reason, they started using Siemens Polarion, a selected section of the Application Lifecycle Management platform, in order to register daily activities.



SUPPORT STAFF IS OVERWHELMED

After some time, the administration registered a high number of mistakes when filling in the spreadsheets. The internal support team was not able to manage all the requests and in only one month, these grew by 42%. The Siemens Polarion ALM platform is an extremely customizable tool, but it needs adequate training to be used properly. Therefore, the HR manager became aware of the need for a dedicated training.

TRADITIONAL TRAINING METHODS FAIL

Lynx Group went through traditional training methods, including videos, manuals, support and company classes, with significant effort and cost, without the desired outcome.

The employees forgot the information acquired with these resources rather quickly, and Lynx Group had to face the issue with an increased engagement of its support team.



The Newired solution

SUMMARY:

- Continuous training introduction
- Efficient resources' allocation
- -54% incoming mails reduction
- -38% incoming calls reduction

The HR manager in Emerasoft found Newired, proposed it to the general manager of Lynx Group and after considered the failure of traditional methods, deployed it as a solution to introduce continuous training, with no waste of resources. The outcome was a reduction of support requests to the internal help desk: 54% reduction on phone calls and 38% reduction on e-mail interactions. Given the success, different offices of the Group started a brief course about the creation of guidelines and in a few months Newired became the standard in all training procedures.

Results

-54%

INCOMING
E-MAILS

-38%

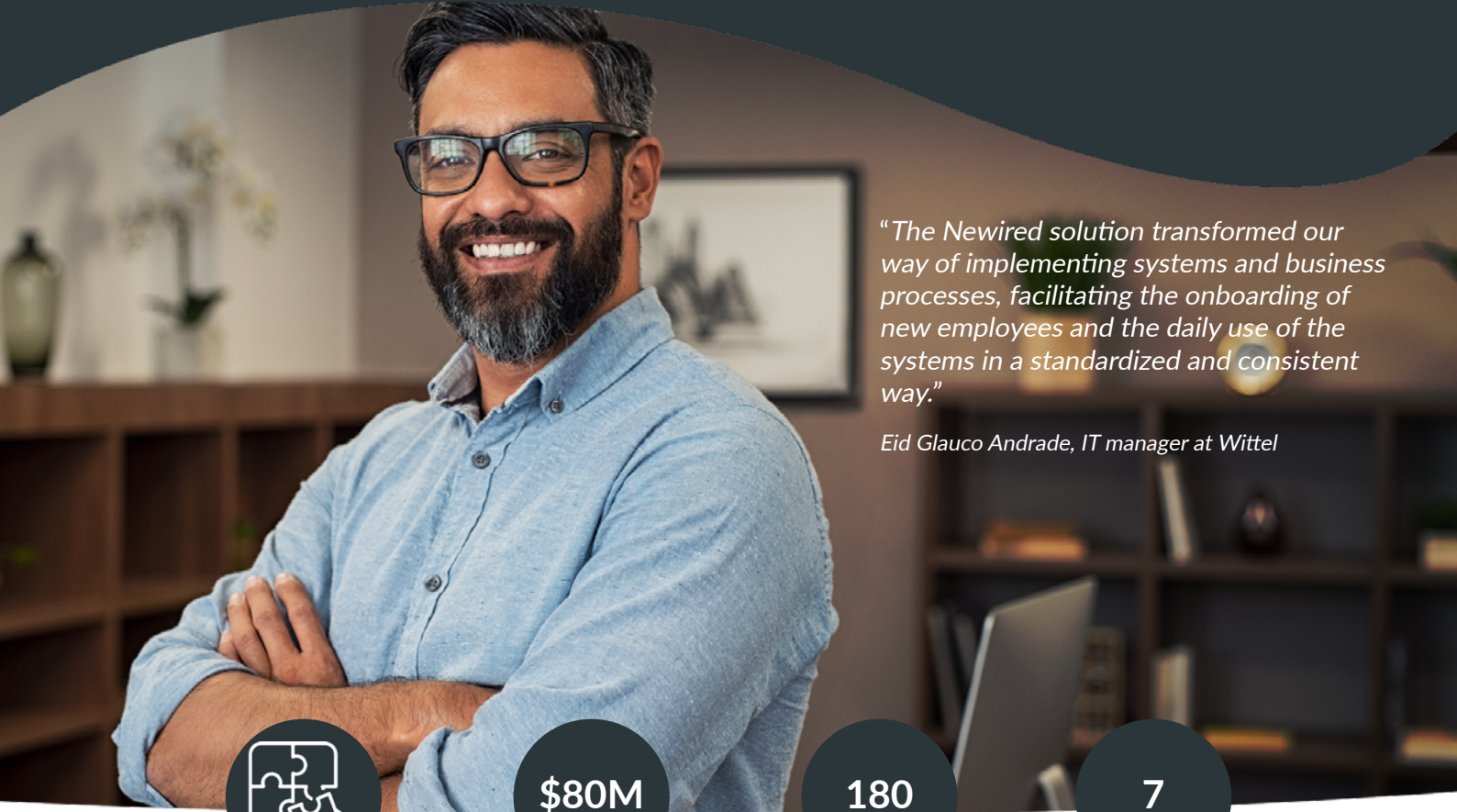
INCOMING
CALLS

Lynx Group's employees, thanks to Newired, reduced their number of support requests, and at the same time, saw a decrease in the number of mistakes made employees on the timesheet. This made the use of spreadsheet much easier and faster in the short and long term.

SUCCESS STORY

Wittel

Speed-up employees onboarding on the corporate CRM



“The Newired solution transformed our way of implementing systems and business processes, facilitating the onboarding of new employees and the daily use of the systems in a standardized and consistent way.”

Eid Glauco Andrade, IT manager at Wittel



Solutions provider

\$80M

Revenues in 2019

180

Employees

7

Awards received

wittel

Company Background

Wittel is a Brazilian system integrator based in São Paulo, first and exclusive representatives of Inter-process Communication (IPC) in Brazil and specialized in contact center solutions. Innovation is one of its core values, having the goal to serve the market with collaborative solutions and unifying communication in order to make processes easier for customers.

Wittel is a private company founded in 1992 as a financial trading solution provider, with a yearly income around 80 millions dollars, reaching a total of 180 employees last year.

At the very start, Wittel worked in the field of remote conference and collaboration, then, in 2009, it became the most important integrated solution provider for Contact Centers in Brazil.

In the following years, Wittel launched solutions for automation, back office and analytics and finally, in 2016, it was time to add WE Tools, a pool of solutions and tools to help companies get the most efficient usage of their own applications.

The problem

SUMMARY:

- CRM transition
- Onboarding on the new CRM for different departments
- Keep employees knowledge on a constant level
- Avoid overwhelming of the internal support team

In 2019, Wittel decided to replace its corporate CRM, SalesforceCRM.

After several evaluations, the company arrived at a final decision: SugarCRM, a brand new software for all its employees.

SugarCRM is an integrated software solution which connects the Marketing and the Sales departments and the Support team. It is composed of three parts:

- marketing automation
- customer service

SugarCRM has been installed in a Cloud and it is used by all the management department of the company, meaning 80 users in total.

One of the most relevant issues with such a broad platform is to keep the employee's knowledge at a standardized level, and it was also the case of Wittel.

Everytime an employee got lost in the application, they needed to resort to internal support, to ask their colleagues or to consult a manual: a lot of time and energy was spent in fixing each forgotten process.

Moreover, employees from different departments needed slightly different training about their own procedures, which could not be provided by the same team, generating longer training and more expenses.

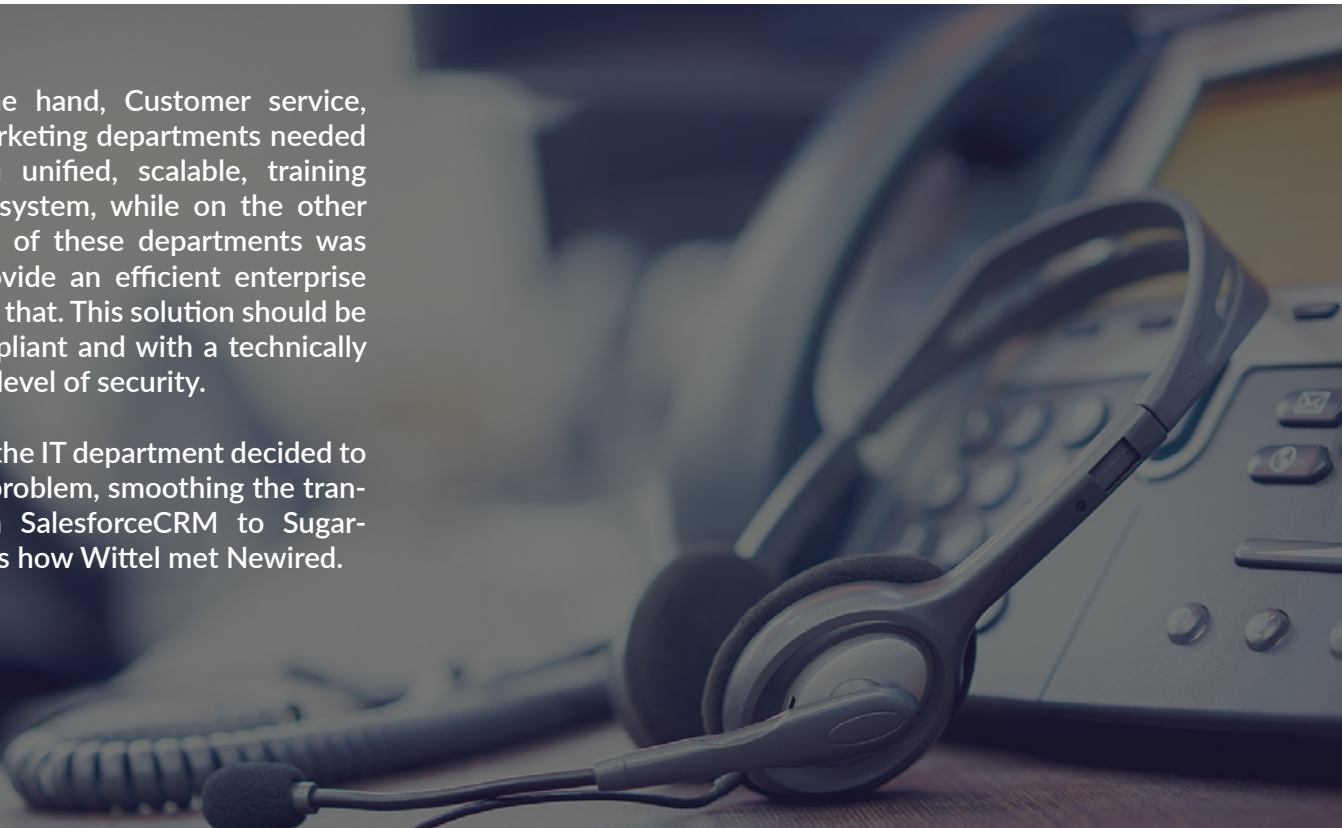
Ideally, the same could be required by a lot of people, but at Wittel there was not a scalable customer service in place, so every support request had to be managed from scratch.

These issues constrained the company's productivity day by day, so a solution was absolutely needed.

Regarding the new hires' training and worldwide work team integration, due to the stratification and complexity of SugarCRM, it took a lot of effort to onboard people in less than a month. At the same time, turnover was usually expected within a year. This means that you could spend an entire month to train a new hire, taking care of retraining them every 3 months, but after a while, they would leave the company, wasting all efforts and time spent.

On the one hand, Customer service, Sales & Marketing departments needed to share a unified, scalable, training & support system, while on the other hand, none of these departments was able to provide an efficient enterprise solution for that. This solution should be GDPR compliant and with a technically acceptable level of security.

In the end, the IT department decided to tackle the problem, smoothing the transition from SalesforceCRM to SugarCRM. This is how Wittel met Newired.



The Newired solution

SUMMARY:

- Standardized employee support
- Scalable processes and software
- Instant internal support tickets reduction

The IT department was looking for a single software to standardize employee support, onboarding and training. Ideally it should be integrated on SugarCRM itself. Eid Andrade, Wittel's IT manager, looked into various software channels within training and onboarding solutions for medium companies. However, such a solution was very hard to find, and all the options were challenging to use, i.e. new training to learn them was required. In some cases they didn't seem to be flexible enough, in others the pricing model was not convenient for the number of users the company had, until one day the IT manager discovered an emerging product which seemed to have all the numbers. That is how Wittel found Newired. Once he found Newired Journeys, Eid Andrade, decided to try the Free Editor on his own, and then asked for a full license to install on Wittel's Azure corporate cloud.



As a first step, Newired Journeys was used within the marketing department, on SugarMarket. The process owners started to create guidelines and placed them contextually in the application with Newired Journeys. Since the very beginning, SugarMarket users started to be more independent: the most common processes were covered. Only two months after the launch, internal support tickets were reduced by 20%.

Four months later, Newired was introduced in the Sales and in the Customer service teams as well, so that employees were able to perform most of their work without the help of external tools or training classes. In particular, all retraining activities were suspended, and the company got a reduction of 60% in internal support requests.



Wittel's SugarCRM was the core platform for all management departments, and there were processes that went all along the customer journey, starting from the marketing but ending in sales. Cross application training was a tough challenge before Newired came in: for example, new leads were nurtured by the SugarSell sales team experts with a limited knowledge of SugarMarket. Training programs were application-based instead of department-based, so in most cases, employees needed to get extra knowledge in an empiric way.

Newired was the missing piece of the puzzle, providing process-driven guidance over different CRM applications. After eight months of its introduction, Wittel saved one third of its onboarding budget, employees looked more relaxed and confident. Before Newired Journeys, ordinary training on SugarCRM platform took about one week for every employee, while with overlay guidance, three days were more than enough. SalesforceCRM now seems to be just an old memory.

From decision to implementation

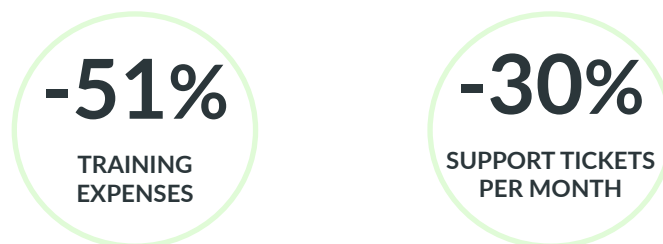
The decision to implement Newired and install it on the cloud came from Eid Andrade's own initiative. After a first look at the tool, he quickly realized the values it could bring into the company's processes. Three things tipped the balance towards Newired's digital adoption platform:

- First, the IT department tried to create some sample content in order to test Newired's usability. Using the Newired Editor authoring environment, everybody was able to place tooltips on any web application, creating amazing guidelines in a matter of minutes. Within a week, the team agreed on the fact that Newired was easy and usable.
- A lot of tailored content has been created and deployed with no effort. Complex procedures were translated in step-by-step Journeys. After the internal test by the IT department, Newired was integrated in the marketing training procedures. In only two weeks, 10 guides were created. In the most complex processes, videos have been attached to Journey steps, related tasks were connected with Journey links, while pictures avoided an excessive usage of external sources. Through Newired's reporting system, Eid and the IT team realized which Journeys needed adjustments and which ones were ok. Modifications were also easy to make.
- No unplanned time losses and no surprises: Newired integrated perfectly with SugarSell, SugarMarket and SugarServe; moreover, it allowed the company to manage all internal training and support with a single application.

Because of this, Eid decided to go ahead with Newired and install it on Azure server without evaluating any other competitors.

The IT department is very satisfied with Newired and, in agreement with the board, they would like to expand it to a process management platform called Servicenow, as well as on the project management team's CMS.

Results



Newired support and customer success teams had a relevant role in the happy ending of Wittel's case: Newired support quickly replied to all the requests and provided best practices pieces of advice for Wittel. They were thus able to deliver quick fixes to the guidance on their own. "Now we have a standard procedure for all training and support activities in our company" Eid and the IT department were very satisfied to solve all support tickets with Newired Journeys.

Now, after 8 months, the results are definitely awesome: **-51% employees training expenses, an average of 1300 quicklier solved tickets per week and 30% fewer tickets created in a month.**





NEWIRED

DIGITAL TRANSFORMERS

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