The Challenge: Optimizing Customer Relationships

At a time when business is more competitive than ever, your success depends on increasing your customer base and offering outstanding customer experiences. To meet these challenging goals, you’ll need to coordinate all of your organization’s people, resources, and information.

Column Customer Service Support (CSS) allows you to make the most of every customer interaction

Column’s solution integrates the most robust workflow agent to organize, automate, and synchronize business processes. Column CSS delivers improved customer satisfaction by helping you document customer interactions, present proactive solutions, and use performance indicators to improve customer satisfaction. Built on the most powerful workflow engine used by 80% of the Fortune 500 and federal organizations such as the US Defense Intelligence - Column CSS offers the flexibility to meet your specific needs.

With Column CSS, you will:

- Empower your organization with critical information to build and support long-term customer satisfaction and loyalty.
- Get fast online access to service requests, call and escalation history, interactions, multiple contacts, support cases, email, and documents sent and received.
- Provide the level of professional service your customers expect with complete and accurate data at your fingertips.

Column CSS Benefits:

- Increased Customer Satisfaction - A simple web interface allows users to submit, update, and track requests and view information from your support agents. A knowledge base and Frequently Asked Questions (FAQ) area also enhance the customer’s experience.

Key Benefits

- Column Technologies has the highest percentage of BMC Software-accredited support analysts among all current BMC Level 1 support teams.
- BMC-accredited support analysts help to reduce resolution times and assess your solution’s performance.
- Specialized laboratory test environments allow Column to work on manufacturer defects to speed resolutions.
- Standard and custom reports help to monitor performance.
- Our worldwide support centers in the United States, South Africa and India work cohesively to address support issues.
- We employ multi-lingual technical resources throughout the world
- Web-based ticket submission and tracking provide flexibility and convenience.
- **Improved Response Times** - A highly usable support interface helps your support agents quickly locate support requests, review essential information, and better understand customer needs.

- **Service Level Compliance** - A service level management engine ensures you meet agreed-to service levels, proactively escalate requests, and capture Service Level Agreement metrics.

- **Enhanced Metrics and Reporting** - Monitor key performance indicators on a single screen, and provide engaging, variable data views. You also gain real-time, web-based, on-demand, context-driven reports directly from CSM forms.

Customers today demand responsiveness, accuracy and a more personal approach. And so should you. Having more choices is why Column delivers the most dynamic customer service support solution - and lets you decide how it gets delivered. Whether you want Column CSS on demand or on premise, Column provides tailored solutions. Because no two customers - or businesses - are exactly alike.

Our team works with your organization to ensure our solution embraces your business strategy and takes into account all client-facing departments and beyond. Column’s implementation services ensure you achieve your goals and objectives by utilizing basic principles of people, processes, technology, and support to work in synergy to increase profitability and reduce your operational costs.

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**Software-as-a-service (SaaS) Solutions**

Column Technologies’ software-as-a-service (SaaS) option allows your organization the benefits of an integrated customer relationship management solution. SaaS delivery limits your installation, maintenance, and staffing costs while eliminating the hassles of upgrades, backups, and management challenges. Your solution resides on Column’s secure, highly-available servers, and your users access it through secure Internet connections.

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**About Column Technologies**

Established in 1998, Column Technologies is a global technology, management consulting, and services company with proven success across the public and private sectors. Headquartered in the United States, Column has offices in Australia, India, and the United Kingdom, as well as a global partner network.

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