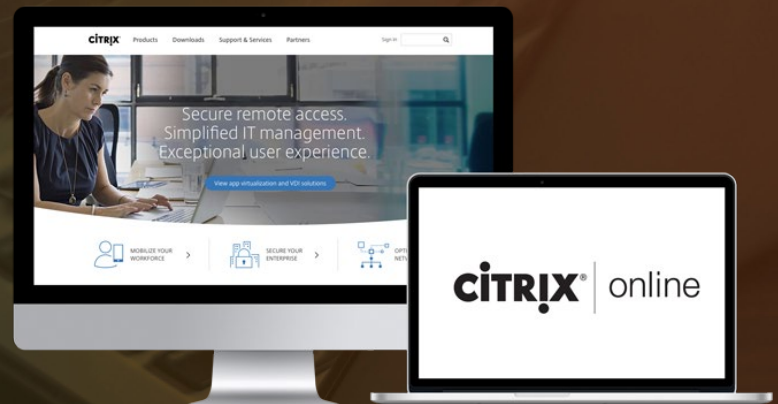


EDL helps Citrix increase customer focus with the Service Cloud

The Citrix Online division's 80 global support agents provide first and second-level support 24/7 to hundreds of thousands of eCommerce and corporate customers, and field 10,000 calls and 9,000 emails each week. To modernize its service process, Citrix Online wanted to consolidate customer information stored in different applications across the company in Salesforce.com's Service Cloud. With more complete customer views, Citrix Online service reps could provide faster, more informed support. Reporting for both the Product Management and Marketing teams could also be improved. After partnering with EDL Consulting, Citrix saw dramatic improvements and achieved ROI in just 6 months.



10%

increase in
CSAT scores

20%

increase in total
customer lifetime value

30

second decrease in
average call time

5000

minutes saved
per week

ABOUT CITRIX

Citrix Systems (NASDAQ: CTXS) develops products that allow anyone in the world to work and play from anywhere. The company is at the forefront of the movement to help information technology evolve from the traditional distributed computing model to a simpler, service-oriented model that supports user choice, agility, and growth.

Citrix Systems' customers include the world's largest Internet companies and 99 percent of the Fortune Global 500 enterprises. Founded in 1989, annual revenue in 2009 was \$1.61 billion from more than 4,000 employees. Citrix Systems desktop virtualization, application virtualization, server virtualization, application networking, cloud computing, and Software as a Service offerings simplify computing for millions of users, delivering applications as on-demand services to any user in any location on any device.

1. THE CHALLENGE

Each of Citrix Online's main product lines – GoToMyPC, GoToMeeting/GoToWebinar, and GoToAssist – is built on an independent platform. This structure was designed to ensure stability, but resulted in the creation of disconnected customer databases. It was difficult for reps to access service and support records across product lines, hampering their ability to provide effective service. Customers sometimes had to call multiple reps to get help for multiple products. Fragmented information also hindered Citrix Online's marketing efforts and made it difficult to compile division-wide reports.

Citrix Online's support agents, marketers, and corporate account managers needed:

- A 360-degree view of customer information across product lines
- The ability to identify and effectively service customers with multiple products
- An easy way to document all customer interactions – including phone calls, emails, and surveys
- Real-time updates of key support and usage metrics, and the ability to compare with historical benchmarks
- Targeting for campaigns to cross-sell products, convert trial users, and track promotion codes

2. GOALS

EDL worked with Citrix Online over a nine-month period to customize and deploy the Service Cloud and integrate key data sources from operational systems. The goals of the roll out included:

- Standardize practices, customize, and deploy salesforce.com's Service Cloud to account managers and support teams division-wide
- Implement one consistent and flexible integration solution for the Sales Cloud
- Consolidate data on customers with multiple products
- Create new fields to capture customer interaction details and marketing information
- Make it faster and easier to generate divisional reports
- Increase operational efficiencies and IT savings

3. THE SOLUTION

Citrix Online asked EDL to provide consulting services to expand its Salesforce.com CRM implementation. EDL was asked to build out and deploy the integration between Salesforce.com and customer databases within the Fusion environment, replacing a legacy system, and make modifications to the Service Cloud to support the integration. EDL needed to define the events that cause the movement of information, determine which data needs to flow between systems, decide which specific fields needed to be mapped, and design a common architecture for asset management across all types of accounts.

Over a four-month time frame, EDL worked with Citrix Online to complete the initial project. EDL imported more than two million customer records into Salesforce.com, combining duplicates to create a single entry for each customer of multiple products. Twenty-five fields were added to track information, including trials, paid accounts, automatic renewals, promotion codes, and opt-outs for surveys, emails or phone calls.

EDL also built custom dashboards and reports to make it easy for Citrix Online to see real-time updates of key business and support metrics.

"One of the key pillars of our company is "be customer driven." EDL helped us integrate all of our assets and user information in the Service Cloud, so our reps now have 360-degree customer views. We can offer faster, more effective and more efficient service. Since completing the project, customer satisfaction has increased by 10 percent."

- **Tim Maskrey, Program Manager**, Citrix Online

4. THE RESULTS

With the Service Cloud, agents from all of the company's business units can easily access complete information about each customer – including products trials, usage, and purchase plans. They can also see a record of division-wide customer interactions for more informed and effective service. Customer satisfaction has increased from an average score of 8 (of 10) to more than 9, with each point representing an increase of 10-20% of total lifetime value.

With information readily available at their fingertips, agents can service customers more quickly. The average call time has decreased by 30 seconds, resulting in 5,000 minutes saved per week companywide (equivalent to 2 reps). Ultimately this means that reps can spend less time on administration and more time helping customers.

Citrix Online's marketing team can now use the detailed asset information and account histories to better monitor activity and develop more effective campaigns. Marketing budgets can also track specific account results, allowing easier measurement of campaigns. The detailed information, maintained in salesforce.com and accessible to all users, allows better communication with our customers.

With information consolidated in the Service Cloud, the division gains a complete view of product trials, usage, and issues. Billing and automatic renewal information supports improved planning and forecasting. Custom forecasts and dashboards show real-time views of key service and support metrics with historical comparisons. And with the reduced IT hardware and software costs of cloud computing, Citrix Online reached ROI in just 6 months.

ABOUT EDL

EDL Consulting is a national technology services firm specializing in the intelligent integration of eCommerce, CRM and business intelligence solutions to improve business performance. EDL solves the complex systems integration issues behind state-of-the-art technology solutions to make organizations more successful. The solutions EDL builds generate revenue, result in cost savings, promote differentiation and make it easier for clients to do business with their customers. For more information on how EDL can help your organization, please call us at **866.217.3210** or visit us online at www.edlconsulting.com.