



Case Study: Bayer AG

Customer training without the run-around

In addition to the quality of their products, international corporations like Bayer must be increasingly concerned about providing their customers valuable services. Bayer MaterialScience AG has taken several steps in this direction, including establishment of its BayerONE service portal. For training and support of its customers, Bayer uses the Web conferencing service from Netviewer. The result: an immediate drop in the number of support cases and faster throughput of trouble tickets. In addition, the number of on-site visits was reduced significantly.

Advising and training customers

Bayer MaterialScience is one of the world's largest manufacturers of polymers and high-value plastics. BayerONE is an extensive service portal developed especially for the company's customers. Here they can access detailed real-time information about current contracts at any time of day or night, download data sheets, and coordinate orders. The Customer Service department of Bayer MaterialScience provides personalized advice and training on how to use BayerONE as a way to economically introduce as many of its customers to the portal as possible.

For reasons of time and expense, both support and consultation must be held online. In the past, relying only on telephone conversations has proven to be impractical:

„Sometimes when a customer explains a problem, it is not always so easy to see the big picture,“ according to Project Manager Claudia Misere. „It's better when everyone can see with their own eyes what is going on.“ For this reason, Bayer MaterialScience CustomerServices desired a Web conferencing service that would let their employees and customers look at the same monitor over the Internet.



Bayer MaterialScience AG is an independent, global company that is part of Bayer Group. It develops materials like coatings and polycarbonates, which contribute to a higher quality of life. On average, the company registers a new patent every workday. In 2006, Bayer MaterialScience employed approximately 14,900 people at 30 locations around the world and had sales of 10.2 billion euro.



Cost transparency and flexibility

The attractive licensing model was a major reason why Bayer MaterialScience selected Netviewer. Since only the consultant needs a licence and there are no time-based connection costs, Bayer had cost transparency from the very beginning. This also made it easy to organize the support department and give it clear structure. Another important point in favour of Netviewer was the ability to set up a server on the company's own network (within the demilitarized zone (DMZ)) for use in support operations.

From a user's point of view, ease of handling was an important part in the decision process. Customers seeking advice can start their participant software directly from a Web site without the need to install or configure anything. Once they are logged on, they see Bayer's own corporate design integrated into the user interface of the software, ensuring continued brand recognition.

More than 20 consultants use the Netviewer service in the following ways:

- **Training and consulting:** The consultant lets the customer peer virtually over his shoulder so he can guide him in real-time through the portal's most important functions.
- **Support:** As specific questions come up, the consultant uses the integrated Pointer to direct the customer's attention to the solution. In most cases, the customer can then find his or her way around without assistance.
- **Internal communication:** To establish the platform in China, local editors there are also trained with Netviewer.

A huge relief

The Netviewer service has become well-established at Bayer MaterialScience CustomerServices and is commonly used for a variety of tasks. According to Claudia Misere: "Shortly after launching Netviewer, we noticed how visual support greatly simplifies the way we go about our work. It was a huge relief for us."

"We can quickly resolve our customers' questions and actually show them the solution without needing to co-ordinate appointments which would otherwise take place at a later date."

CLAUDIA MISERE
PROJECT MANAGER BAYER MATERIALSCIENCE
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The advantages at a glance

- Rapid, tangible solutions to complex support issues
- Live demonstrations on the screen
- Saves time and money
- Very rapid return on investment (ROI)
- Higher satisfaction for customers and employees
- Simple operation
- No installation or configuration necessary
- Maximum security with 128-bit encryption
- Optional in-house server and integrated corporate design

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