CASE STUDY: NEW YORK GEEK GIRLS

Think Automation™
Intelligent Business Automation

New York Geek Girls Computer Services

Sector	IT
Requirement	To deliver a ticketing system that could efficiently organise customer support requests
Solution	Enriched customer service and operational efficiency, courtesy of bespoke automation software

Bringing New York Geek Girls closer to their customers

A well-loved New York brand, New York Geek Girls offers a virtual IT department for small businesses. It prides itself on offering end users a more productive and less stressful IT experience – a fitting description for what ThinkAutomation achieved for the business internally.

The results

As a remote technical support company, New York Geek Girls receives an abundance of inbound support requests. Before ThinkAutomation, those requests had to be processed manually – a task as time-consuming as it was inefficient.

We brought transformation. ThinkAutomation pulls in incoming support requests, parses them, and automatically creates tickets for technicians to work through. Whether it's from an email or from a web contact portal, our software reads the message, generates the ticket and adds all relating correspondence for ease of reference. And in real-time, it integrates this information with the NY Geek Girls database for streamlined operations.

No more human error, no more wasted time and resources, no more copying and pasting into the CRM and no more missed messages. In fact, the founder valued the software so much that she also employed it on her personal site as a tool to parse email addresses into geographical mailing lists – a testament that speaks for itself.

PARKERSoftware™
Engaging Applications · Engaging Results

We're bringing your business closer to your customers

Also available...

WhosOn™

Track - Chat - Engage

Real time engagement with customers

WhosOn is a real-time engagement solution like no other. It's not just live chat. It's not just a support service. It's not just an analytics tool. It's all those combined and more, and it's currently helping over 10,000 businesses in 100 countries find a better way to engage with their website visitors.

Prospect™ Agent

Quality *Real-Time* Sales Leads

Turning website visitors into new customers

ProspectAgent is the ultimate lead generation tool. By pinpointing and profiling your website visitors, ProspectAgent turns hidden leads into new customers. Not only do we reveal the real people and companies behind your clicks, we conduct real-time research to give you instant customer profiles. With ProspectAgent, you'll never lose leads again.

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