



Cloud Extend Enables Scancom to Improve Customer Service Levels by 90%

Desktop and Mobile Wizards Revolutionize Billing and Customer Case Resolution Processes

- **Created wizard in an hour and deployed the same day with no custom coding**
- **Combined desktop, voice-to-text, touchscreen input and DIY customization**
- **Utilized a highly scalable application design environment**
- **View video demo at <http://www.cloudextend.com>**

BOSTON — January 10, 2013 — [Active Endpoints, Inc.](#) today announced that [Scancom Distribution Ltd.](#), a leading B2B supplier of mobile handsets, airtime and data related telecom products, has reduced the time to resolve customer service issues by 90% by implementing [Cloud Extend](#) and [Cloud Extend Mobile](#). Available for desktops, iPhone and Android smartphone users, Cloud Extend is a customization tool that gives business users the ability to visualize, create and modify their own wizard-driven guides, simplifying and automating daily work. This customization capability is achieved with an innovative, patent pending, design environment for business users, with no IT skills and minimal training, to use.

Previously, Scancom found their customer relationship management (CRM) was heavily data centric. Despite training, emails, and written procedures, trying to remember what to enter, where and in what circumstances, was frustrating its users and leading to inconsistent processes and poor data quality. Scancom continually tried to customize their CRM, by adding new tabs, layouts and fields. Frustration around the above issues caused Scancom to see if there were any solutions to address these issues.

Scancom quickly discovered Cloud Extend revolutionized its CRM environment, which is based on Salesforce. For example, customer bill reviews became a simple two-step process that was natural and quick for the customer care agents to process. Armed with an account number, they retrieved the right account immediately. Then they simply clicked on the “Bill Review” wizard, created in Cloud Extend, in the Accounts tab.

That one click was all that was required. The wizard took care of everything else by automatically creating the case object associated with the account, populating ten fields with the correct account data, sending internal notification emails and setting up the follow-up tasks. Bill reviews with all of the company’s suppliers previously took five hours now take just thirty minutes to complete, reducing time spent in this critical activity by 90%.

Chen Kotecha, Managing Director, Scancom Distribution Ltd. said, “Cloud Extend is a must have application for anyone who uses Salesforce.” He continued, “Basically, Cloud Extend had not only become the steering wheel, but more importantly it enforces the right data at the right time with the right quality. Ultimately, Cloud Extend has allowed us to deliver on our most important goal which is providing the very best customer service.”



Cloud Extend also became a key contributor to Scancom achieving the very rigorous ISO 9001 certification, in order to instill even more confidence with their customers by adhering to quality best practices. Auditors agreed Cloud Extend guides complied with the process documentation standards. In addition, guides were created to train employees how to process customer cases properly, and then automatically updated their activity history after the guide was completed successfully.

“Empowering business users with no IT skills to customize enterprise applications has been extremely difficult to do with desktop applications, and impossible for mobile devices without expensive custom coding or outside consultants.” He continued, “Scancom has proven business user customization is not only possible but achievable with Cloud Extend today.”

About Active Endpoints, Inc.

[Active Endpoints](#), Inc. delivers a unique suite of cloud-based and on-premise process automation products and related services to develop integrate and deploy custom applications quickly and easily. The company’s products —[Cloud Extend](#) and [App Extend](#)— target domain experts, IT project teams, business process outsourcers and cloud service providers. The company has hundreds of customers worldwide from large enterprises to SMBs, spanning multiple industries such as telecommunications, government, financial services, and media and entertainment. Active Endpoints is headquartered in Waltham, MA with development facilities in Shelton, CT.

###

Cloud Extend and App Extend are trademarks of Active Endpoints, Inc. All other brand names and product names are trademarks or registered trademarks of their respective companies.

Tags: Cloud Extend, Salesforce, AppExchange, Active Endpoints, CRM, App Extend, mobile, iPhone, Android, voice-to-text, touchscreen, DIY, customization, sales management, sales managers, sales consultants, sales operations, product marketing, cloud, SMB, Software-as-a-Service, SaaS

Media Contact

John Cingari
CMO
Active Endpoints
203-253-2714
John.Cingari@ActiveEndpoints.com
www.activeendpoints.com