



## AvidXchange Cuts Support Cases by 60% with Online Community

AvidXchange is the first SaaS technology vendor to automate invoice processing. It revolutionizes the way companies pay their bills by automating invoice and bill payment processing to reduce costs, improve productivity and eliminate paper from the bill payment process.

AvidXchange serves many industries including banking, healthcare, real estate, retail, property management and more. With over 250 customers nationwide, such as Aetna, EastWest Bank, Brandywine Realty Trust and Equity Office Properties, AvidXchange is a rapidly growing company that has had 52% growth in 2011 alone.



AvidXchange provides product support and training in an online support community.

## Challenge

### Reduce support cases and improve customer training

AvidXchange offered support through a traditional call center and tracked cases from emails and phone calls. Its customer service team was answering the same questions over and over, a support model that was not sustainable for a fast growing company.

*"We were on the support treadmill, never advancing, answering the same questions for every customer, one at a time. We knew we could cut down on support calls and improve the support experience for our customers with an online knowledge base and center for support and training."*

**Tom McDonald, Director of Client Services, AvidXchange**

AvidXchange wanted to deliver a better customer service experience by offering its clients an online support community available 24/7 with FAQs and product help. It also wanted to offer advanced training and tips so customers could optimize their use of its billing software.

## Solution

### Create a central hub for support, product training and customer engagement

AvidXchange searched for an online solution targeted at delivering cost-effective, scalable support 24/7. After researching different platforms for customer support and engagement, AvidXchange chose Telligent to power its support community.

*"Prior to an online community, we had to explain the same processes repeatedly. Redundancy is a production killer, it drives down morale and can lead to turnover. With an online support community, we've improved customer support and training processes while creating a more engaging workplace for our employees."*

**Tom McDonald, Director of Client Services, AvidXchange**

Promoted as the “Community Center,” AvidXchange’s support network, customers search the knowledge base for product help and FAQs or post questions for peers to answer. AvidXchange offers step-by-step instructions with screen shots to educate customers. Instead of manning the phones and explaining the same support solutions repeatedly, customer support staffers now spend more time on customer training and engagement.

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*“Adoption of our online customer support community has skyrocketed. Customers love having a single resource for product support, how-to training videos and voicing product requests.”*

**Tom McDonald, Director of Client Services, AvidXchange**

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The online community is integrated with AvidXchange’s case tracking system. Now, customers can send in enhancement requests without tying up the phone lines for people who need urgent help. Employees can also discuss new product ideas in forums with customers to find out what features they want most.

AvidXchange updates customers on key announcements, such as scheduled maintenance, and shares a tip-of-the-week related to software best practices. Because less time is spent on support cases, AvidXchange is free to offer enhanced training in the community, including documentation and videos that equip customers to optimize billing processes.

## Results

**Decreased support cases 40% within six months, 60% in 12 months over the previous year**

With AvidXchange’s new model of online customer engagement in Community Center, it reduces support costs while improving the customer experience.

## Enhanced support options

By delivering content and support in multiple ways, they address the needs of a diverse client base via support channels most convenient for customers.

## Faster support response

Support case turnaround times have been cut in half, now averaging only 15 minutes.

## More customers without more support people

Increased customer base by 5x and only added one additional Support Tech.

## High customer adoption

80% of customers say they use the Community Center for support, training or talking to AvidXchange employees.

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## Learn more about AvidXchange

- > Visit [AvidXchange.com](http://AvidXchange.com)
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## Custom tailor your community experience

To learn more about Telligent Community, visit [www.Telligent.com](http://www.Telligent.com) or email [Sales@telligent.com](mailto:Sales@telligent.com)

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