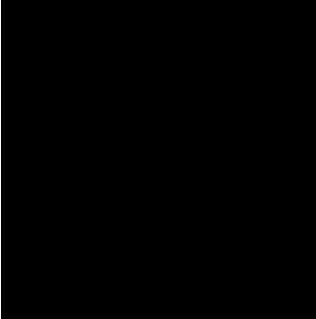


Google Apps enable Stay Connect to improve customer satisfaction.

Organization



Stay Connect is one of the leading providers of Telecom Services to Corporate and Individuals. They primarily provide country specific SIM and DATA Cards to travellers going to other countries on business or personal tours. Using country specific SIM or DATA card allows the user to save huge costs towards roaming charges.

At a glance

What they wanted to do

- Have larger mailboxes
- Increase reliability of Email
- Have real time updates
- Remove mails from going to spam

What they did

- Started off with Split Delivery Users for Dummy Accounts.
- Moved to Dual Delivery for testing for short period.
- Fully migrated to Google Apps for entire organization.
- Used Hangouts extensively across the organization
- Migrated Docs to Google Drive.

What they achieved

- Highly reliable email services.
- Excellent tools for collaboration.
- Faster response time answering mails to customers

Most of their customers are high end business class user who expect excellent service and connectivity. Many of the large corporate companies are their regular customers and Stay Connect is one of the leading provider for such companies.

Challenges

Prior to signing up for Google Apps, the team relied on hosted mail service from their webhosting provider which was far from reliable and was running short of space. Accessing mails was very slow. Composing and sending mails was slow too. Mails sent from the hosting provider most of the times landed up in the spam folder of the recipient which led to revenue loss.

Since most of the customers send their travel documents as an attachment in, email attachment handling was very important however due to the space limitation on the mail server the mailbox seem to get full and bounce back emails. Increasing mail space did not help as it made the accessing of the emails very slow. And non timely receiving of documents again resulted in revenue loss as the services could not be activated for the customer without the documents.

“Google Apps has helped us save cost on expensive Microsoft Licenses and provided us with instant and reliable communication system which is available everywhere at all times on any device.”

-Director Stay Connect Cellular Services

Their infrastructure did not let employees communicate in real time and often the sales team had to make number of calls to the backend team to confirm receipt of customer documents etc.

They were looking at a solution which was robust, reliable and could handle the attachments with speed without loss or delay of any information. They also wanted to find a way

which would help them to update the sales team in real time on the field without them having to call the back office.

Solution

When Stay Connect was suggested to move to Google Apps they were a bit hesitant as they were scared by the term 'hosted' due to their experience with the existing setup. However 'Tech Groupz' convinced them and assured them of a world class experience on Google Apps.

Initially split delivery was done with a five dummy accounts. And they tested it for a week. With each passing day they noticed the difference. The dummy accounts did not have loss of mails, it was instant, it was real-time and there were no emails bouncing back. The dummy accounts could talk to each other in real-time via Google Chat. However still fearing they switched to 'Dual Delivery' that in the event things go wrong they still would be able to go back and put all employees on Google Apps.

Result

Once all the employees were on Google Apps they saw a change in their revenues as customer communication was so much better. Emails did not land up in customers Spam folder. There was no longer delay or loss of emails due to attachments. Their sales team no longer required to contact the back office for updates. They did not have to worry about downloading emails from Server. "We never have had an issue with a customer due to a missing email since we moved to Google Apps" says Gaurav, Director Stay Connect Cellular Services Pvt. Ltd.

Google is used extensively for all aspects of their business and now. Mail, Hangout, Groups, Doc's, Mobile etc are very popular amongst employees. The saving also has come because they are not investing huge amounts on Desktop now but have moved to BYOD. Plans are on the way to use other Google Products such as Compute Engine and App Engine. They also have developed an android app after seeing the power of Google .