



**communications**

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**Microdyne Outsourcing, Inc.  
Client Case Studies**

**E-mail**

**We want to use e-mail to address more of our customers' needs -  
do you think your system is better than ours?**

A major manufacturer of CD-RW drives was using an antiquated system of responding to thousands of customer responses. The process took several days, during which e-mails would be sent from the client on behalf of their customers. These inquiries were then burned onto a CD and downloaded to individual technician computers. After that process, the answers were burned onto another CD, and sent out to the client's customers with no guarantee that they were received or that all information in the e-mails was accurate. Both the customer and Microdyne realized that this system was inefficient, and Microdyne suggested a robust tool to our client that we knew would eliminate this time consuming and money wasting process.

**The Microdyne Solution**

Microdyne's partnership with Kana allowed us to integrate e-mail capabilities into our robust integrated solution. We were able to show the client how e-mails could be sent from their website and be routed directly to our technicians. We also showed them how auto-acknowledgement responses could be sent out to let end-users know that their inquiries had been received, and began to handle answer customer issues in less than 12 hours. All answers were uniform and quality.

**Results and Relationship Direction**

Microdyne was able to take this tool and integrate it into the client's program, enabling our client to experience tremendous cost savings by dealing with customer issues via e-mail. The client has expressed satisfaction and a desire to continue this program.