



Improving first call resolution rates to 75% with an integrated solution that was “absolutely perfect.”

Client: NAPCO

Industry: Professional Services



Challenge

- Ad hoc workflows and processes
- No self-serve system for customers
- Tribal, decentralized customer data



Solutions

- Microsoft Dynamics 365 Customer Service
- D365 integration with email solution
- KB of articles to better serve customers and reps



Results

- Unified customer service processes and data
- First call resolution rate improved to 75%
- Automated customer case creation from email



For NAPCO Security Technologies, backing its high-quality product with rapid, accurate, and complete customer care is paramount.

The professional products and services it sells — alarm systems, communications devices, locking solutions, smart home/business and varied access control systems — are typically connected to ensuring its clients' safety, which means when a NAPCO customer calls in, their needs are likely urgent and the stakes high.

Before NAPCO came to Argano, it was using an on-premises CRM system and a series of *ad hoc* workflows and processes to solve existing customer concerns and build new customer relationships. The solution led to disparate means of managing customers and workloads, and decentralized data.

Additionally, as the solution was entirely on-premises, working remotely — practically a requirement for any business in the post-pandemic era — was next to impossible.

NAPCO was ready for a change and so were its loyal customers.

Replacing “tribal knowledge” with a knowledge base

According to Dominic Macri, NAPCO's Sr. Director of Technical Services, the top priority was improving

service levels, specifically being able to quickly fix issues presented by existing customers, and also quickly present the proper products and services to prospective customers. Knowledge of both fixes and products was “tribal.”

The first objective was to centralize its information and build a comprehensive customer-friendly, customer-facing knowledge base where NAPCO customers and service representatives would be able to find fast answers to urgent questions.

Leveraging Dynamics 365 Customer Service and Argano's experts, NAPCO was able to quickly create a knowledge base of nearly 500 articles and is on track to have more than 1,000 within only 12 months.

Not only does Dynamics make it faster and easier to access critical content, but the solution also automatically suggests new topics for the knowledge base fueled by dynamic keyword analyses.

And where information was previously siloed in an on-premises solution, it's now in the cloud, making it easier for any NAPCO representative or customer to access, no matter where they are.

The cloud-based solution has also enabled NAPCO to hire technical support pros working remotely — something it wasn't able to easily do before working with Argano.

“What makes this successful, and ongoing, is the capabilities of the technology coupled with the capabilities of the people at Argano. They transform our ideas into realities.”

— Dominic Macri
Sr. Director of
Technical Services
NAPCO

The highly specialized talent pool, according to Macri, has now opened up geographically. (The NAPCO Technical Support team boasts an impressive century of combined industry experience to-date, spanning all security sectors, intrusion, commercial fire, access control, and electronic and mechanical locking.)

A templated approach and improved automation

An additional benefit NAPCO has enjoyed since implementing Dynamics is a more templated approach to creating new content, new records, and more. Not only has this improved productivity, but it has also enabled

the company to more quickly identify and hone-in on specific issues, and empowered them with more consistent and usable insights derived from customer inquiries and needs.

On the sales side, NAPCO has also leveraged a templated approach in nurturing leads, using Dynamics' email tools to automatically address prospects' inquiries and interests.

On the customer service side, the company is using Dynamics to automatically transform customer inquiries arriving via a new email integration (also delivered by the Argano team) into service cases, leveraging its knowledge base and more to quickly solve issues and smooth customer relationships.

According to Macri, the integration of such automated tools with customer cases "was absolutely perfect, providing a real 360-degree view to the benefit of all parties concerned."

Transforming ideas into realities

The ball is just getting rolling for NAPCO. It expects that its customer service solution will help improve its first contact resolution rate (FCR) from around 50% to over 75%.

The Company plans to extend its solution, adding Dynamics 365 Sales and Microsoft Teams to its technology stack, and adding Live Chat capabilities to further speed response times and even more quickly solve customer cases. Additionally, via a portal, customers now have 24/7 access to NAPCO's ever-growing database, further increasing customer engagement and satisfaction.

Argano continues to play a key role in these plans as well. Not just as an implementation partner, but — through its Managed Services team — as a strategic business advisor, with NAPCO coming to Argano with an idea, leaning on Argano's expertise

to test the viability of it, to create SOWs around it, and ensure strategic alignment both with its business goals and technology foundations.

"What makes this successful, and ongoing, is the capabilities of the technology coupled with the capabilities of the people at Argano. The team helps make our ideas into solutions that meet our needs. They transform our ideas into realities," said Macri.

A 75% FCR. A successful and ongoing relationship. Turning dreams into realities. Coming off yet another record-breaking year, this security company's future has never been more secure.

To learn more contact us today at microsoft@argano.com.



About Argano

Argano, the world's first and leading designer of modern Digital Foundations™, empowers companies to reimagine their business operations by integrating, automating, and optimizing the way data, technologies and users interact. Fortune 100 to Global Fortune 2000 trust us for a faster, more reliable journey to their best digital future.