Case Study

PDG+creative

# How PDG+creative is supporting 200+ sites with a staff of three, with HappyFox

Industry - Marketing



pdg+creative

happyfox

happyfox

WebsterCSD

# About PDG+creative

PDG+creative of Bartlesville, Oklahoma is a full service creative agency, offering both print and interactive solutions, that's made up of a dynamic team of people who come together with a single pulse of creativity.

## Challenge

With no proper customer support solution in place, we were unable to track and manage the incoming web site support issues raised by our customers via phone calls and emails.

## Implementation

We use HappyFox ticket management software to manage customer support services; our customers send all their requests via email, to mail boxes that we've configured as categories. Once these emails come in as tickets, our support team can then communicate back and forth with the customer, within HappyFox itself.

## Results

Our clients tell us that they love the service desk software and that it not only streamlines the process, but makes us look more professional as well. All our support issues are now centralized and it's freed up our staff from phone calls. In fact, we now find that we can do the same work with a smaller team, all whilst delivering a better client experience. Support issues are much easier to keep track of now and we're able to communicate better with our clients.

## Our Experience

PDG+creative's transformation from email chaos to streamlined support showcases the power of a well-implemented help desk solution for creative agencies.
Their ability to support 200+ websites with just three staff members demonstrates how the right support infrastructure can enhance both operational capacity and client satisfaction while maintaining a professional image.

## Why HappyFox?

- Extremely clean user interface
- Quick to get acquainted with
- Easy learning curve for staff users
- Time to put in production is very short

"Using HappyFox, we can now support our 200+ sites with a staff of three! Enough said.

**Matt Pendergraff**
Creative Director/Principal of
PDG+creative