



*Redefining Human Touch*



Orchestrating Success  
for our Customers

ARGUS MEDIA

Case Study



## Customer Case Study - Argus Media, UK

Argus Media is a privately held UK - registered company, owned by the family of its founder and its staff. Argus Media has two units — Petroleum Argus and Energy Argus — which cover markets from oil, gas, electricity and coal to emissions and transportation.



With over 150 employees throughout the world, Argus provides the best in market reporting. The company has main offices in London, New York, Houston, Washington, Singapore and Moscow, and reporters in other key locations such as Chicago, Japan, Kazakhstan, Azerbaijan and Nigeria. This comprehensive network enables Argus to cover the global markets 24 hours a day.

Over the years, Argus has developed a precise and transparent methodology to report the oil and gas markets that enables the industry to make a clear judgment about the quality of Argus price reporting. The confidence of the international oil and gas industry in the quality of Argus reporting has led to increasing use of Argus prices by major sellers and buyers as a benchmark in their physical and swap contracts. ArgusOnline.com is the reflection of their corporate strategy to provide best service to their customers using the latest technologies.

### Offices in

- London
- Singapore
- Moscow
- New York
- Houston, and
- Washington

### Coverage of

- Oil
- Gas
- Coal
- Power
- Air
- Rail
- Commodities

### Business Need – 24/7 quality customer support to clients across the globe

Argus Media realizes the importance of managing customer relationships. Effective and prompt customer service is the key differentiator in the highly competitive business landscape of Argus Media.

Effectively serving customers round the clock and across the globe is a daunting task. The resources needed in terms of infrastructure and personnel to support such a growing operations was not available in-house. Driven by a passion for providing effective customer service and an objective of maximizing their ROI, Argus Media wanted to partner with an outside experienced vendor who could assist them in achieving these objectives.

### netPeople Customer Service as a Managed Service – An ideal solution

Argus Media has customers using the web site throughout the day. The load of customer queries keeps on changing for the entire 24 hours cycle. The day begins with their Australian clients, and as time passes by, clients from other countries start sending their queries. The day ends with queries from the customers on the West Coast of USA. The load of queries varies throughout, which demanded flexibility of staffing.

To meet this changing demand, a solution with email support and self service was implemented. A support page with the same look and feel as the rest of the site was designed. It interfaced at the backend with the server running netPeople application. netPeople distributed the emails based on the business and support rules defined to different support executives in India.

Our highly trained executives answer all queries, but sometimes some queries needed to be escalated to Argus Media employees situated in different parts of the globe. This required us to integrate our solution with the existing systems including mailing system of Argus Media.



netPeople Support Page at  
ArgusOnline.com

## Our Value Proposition

Customer Service is a critical competitive differentiator for companies. The competition is just a phone call or click away, and after one bad experience a customer may leave you forever.

### Customer Speak

“NetEdge has the ability to react quickly and efficiently in order to meet to our changing business demands. Scalability and responsiveness have been NetEdge’s strengths over the years. Our customers are reporting higher levels of satisfaction with the new service, all thanks to NetEdge”

Managed Service Provider model enables us to deliver our products as an end to end managed service. Anytime your customers need assistance, we're there to provide it. Since we use your company name, users attribute the excellent service to your company. Our unique value proposition emerges from our :

### People

Our strong presence in India gives us a unique opportunity to tap in and attract, recruit and retain a talented and skilled workforce from amongst the highly educated and English speaking population of India.

### Technology

Our investment in technology means we can scale our capacity to fit your needs as your business grows. We have the technology, the facilities and the personnel to provide exceptional service to more and more customers, leaving you free to focus on your core competencies.

### Customer Benefits

- Reduced Cost
- Faster turnaround and implementation time
- Scalability to meet growing business needs
- Higher ROI

### Infrastructure

Our world class Customer Interaction Center is equipped with state of the art infrastructure and can accommodate as many systems, database servers and executives as our clients need. Our systems are supported by redundant power supplies and the numerous servers required for email, Web application and database use. System monitoring is conducted both remotely and by 24/7 on-site control room engineers.

### Products Used

- **netPeople Customer Service** : Service customers better than competition
- **netPeople Self Service** : Online FAQs, Knowledge Base for Customer Self Service

### Our Partners

In order to provide quality and reliable technical support, NetEdgeSupport.com and its promoters have forged partnerships and alliances with leading technical companies of the world.

Our partnership enables our support agents to have access to the latest resources and technologies from these companies. Our partners also provide regular and continuous training to our support agents, thereby keeping them up to date about any technological advancement for their products and technologies.

<b>Microsoft</b>	-	Authorised Solution Provider
<b>IBM</b>	-	Partner World Member and ISV
<b>SUN</b>	-	SUN Developer Program Member
<b>HP</b>	-	Premier Member Developer and Solution Partner