Customer communications soar as cloud provider adopts notification

One of the world's established cloud service providers finds a way to deliver important messages to customers quickly and easily, saving time and money.

Customer Profile:
Venyu is a premier provider of cloud, datacenter, and data protection services, helping progressive organizations to reduce IT costs while increasing security and scalability.

Problem:
Reaching a wide variety of customers with differing communication preferences when an important message needs to be delivered.

Solution:
Using Intelligent Notification from MIR3, the staff at Venyu has found a way to reduce the time it takes to communicate with customers.

Benefit:
Time is freed, communications have been simplified and the company's database is always clean and current.

Keeping data in the cloud secure

Venyu is a premier provider of cloud, datacenter and data protection services. The company's industry-leading solutions include cloud hosting, online data backup, virtualized disaster recovery, managed hosting and co-location, all of which rely upon geographically dispersed, ultra-secure datacenters.

The Problem: Keeping customers in the loop

Data management can be complicated but with Venyu, customers can rest assured that their data is always secure and protected. Whenever a Venyu datacenter is threatened in any way, customers know that their data will be backed up or relocated to a center that is not impacted. When the Venyu team plans to perform maintenance or implement improvements to their datacenters, all data is backed up at another highly secure center.

Venyu takes customer care seriously and is careful to keep customers in the loop about any planned or unplanned actions at their datacenters. But customers have different preferences when it comes to communication, with some wanting to be notified far more frequently than others. As the Venyu customer base grew along with their array of services, notifying customers became more and more complex. In 2007, the company was regularly spending six to eight hours to notify customers of scheduled maintenance. Eric Gere, director of customer care for Venyu, knew there had to be a better way. He began searching for a communication tool that would manage and sort customer contact data and provide a fast, easy way to reach customers.

The Solution: Intelligent Notification

Eric knows first-hand the importance of communicating clearly and often with clients. As director of customer care, he's responsible for call center management, client relationships, contract negotiations, managed services—really every aspect of the well-being of the Venyu customer base. He knew there had to be a more efficient way of reaching customers with important messages, a way that would free up his staff and other teams so they could focus on their main charge—keeping data secure and available at all times.

"When our clients experience a disaster and are able to recover their data and keep their businesses up and running, that's when they really discover the power of what we do," says Eric. "We need to focus our efforts on securing the data, no matter what is going on outside, and time spent to reach customers was becoming a distraction."

Eric and his team tried other solutions but it wasn't until they discovered Intelligent Notification that they found the solution that really worked for them. "Our customers decide what and when they want to hear from us, and sign up for the notifications that they choose," says Eric. "It works for them and it works for us."

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> *"The choice was easy as Intelligent Notification is easy and completely reliable"*
>
> —Eric Gere,
> *director of customer care for Venyu*

Venyu can now notify any number of customers in minutes

The team at Venyu has created a variety of easily customized message templates to cover most situations, which makes crafting a message easy. Messages now take just minutes to create and deliver, no matter how many people need to be notified. The company uses the powerful database tool DataSync to integrate and update their master database regularly, ensuring that every customer's contact information is current so that all messages reach the customers they are intended to reach.

Intelligent Notification lets Venyu customers designate just what information they want to receive and notifications are delivered to them by email according to their preferences. When notifying customers of an approaching maintenance window, Eric can also easily set an automated reminder to be delivered as the actual date draws near.

Delivering an important message to customers now takes just minutes rather than hours, saving the company time, resources and money.

How Venyu benefits from Intelligent Notification

- **Quickly deliver important messages** – Any authorized initiator can quickly launch a notification by logging on the website, sending an email or making a phone call.

- **Use templates to make the job faster and easier** – Use existing message templates or create new notifications and recipient groups in seconds, targeting and customizing notifications to meet the needs and preferences of each customer.

- **Reach thousands of recipients simultaneously** – Whether delivering a message to a few people or to many thousands, Eric and his team can create and send an email in just minutes.

- **Keep your database clean and current** – The Venyu team uses DataSync to sync all contact data into one up-to-date master database, ensuring that each message is delivered to the right recipient.

The bottom line

After more than five years of using the product, the team at Venyu has renewed their contract for Intelligent Notification for another three years. "The choice was easy as Intelligent Notification is easy and completely reliable," says Eric. "We can count on it to always be up and working, no matter when we need it."

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