



PACIFIC DATA MANAGEMENT, INC.

CUSTOMER PROFILE

The Challenge

Dantz Development faced a challenge: the company wanted to provide the best possible customer service with a system that fit its limited budget. The system had to track specific customer data and allow customer service representatives to use that data efficiently and quickly. As company needs grew, the system had to meet new needs by automating production tracking, literature requests, and more. At the same time, the system had to be affordable to modify and administer.

The Process

Research and referrals from other business owners led Dantz to Pacific Data Management. Dantz chose PDM because PDM's programmers were highly experienced database developers who could accurately estimate projects. Since PDM dedicates an administrator to manage each project, Dantz could rely on a single point of contact who would manage the system design based on the company's requirements. The PDM contact would coordinate the entire process and be available around the clock to solve problems and answer questions. That personalized and professional service was exactly what Dantz needed.

DANTZ DEVELOPMENT CORP.

PACIFIC DATA MANAGEMENT

Dantz Development Corporation publishes Retrospect, the best-selling backup software for the Macintosh®. Recently, the Orinda, California company embarked on a project to improve customer service with an automated, user-friendly system. The resulting database developed by Pacific Data Management was so successful that it has evolved into a company-wide information system that centralizes customer information in one location and provides data access to nearly every department.

Jon Bjork, Director of Operations at Dantz, chose PDM based on recommendations from other business owners in the high-tech industry. A programmer himself, Bjork appreciated PDM's programming skills and thorough knowledge of databases. Bjork also wanted professional consultants who could estimate jobs accurately, remain within budget, and give him realistic feedback on specifications he requested. "It's really nice working with competent people like PDM," reports Bjork. "I know I'm getting the right answer the first time."

John Beaulieu Customer #: 158147
 Created by Import Module on 1/4/95 at 4:03 AM
 Last modified by Designer on 4/10/95 at 9:19 AM

Beaulieu John Mr 408.283.5900 22
 Last Name First Name Middle Name Sal. Work Phone Ext.
 Pacific Data Management Programmer 408.377.8118
 Company Title Home Phone
 Address 55 S Market St 408.283.5903
 Ste 1410 FAX
 Country USA PDM 76020.334
 San Jose CA 95113 - 2327 AppleLink CompuServe
 City State Zip Code pdm@pdm-inc.com
 Other E-Mail

Customer Notes
 Usually at work after 5:00 PM and available for Technical Support callbacks.

Registration (3)

Cons	Lock	Reg #	Ver	Product
		U1011100143	1.1A	DiskFit Pro DOM NFR
		U5060001009	2.1A	Retro Remote
		U5102000704	2.1A	Retro Remote DOM 10

Contacts (10)

Group	Origin	FU	Date	User	Summary
G			4/29/95	Designer	Trade Show; Macworld Expo 01/95
G			4/29/95	Designer	Administrative; Fbc-It/Replacement Disk
G			4/29/95	Designer	Administrative; Contact/Company/Address Change
G			4/29/95	Designer	Administrative; A/C Code Replacement

Dantz tracks detailed information about customers in the graphical, easy-to-use database.

In a few months, PDM built a database called DantzBase that tracks over 1.5 million customer records. Any time a customer calls Dantz for assistance, customer service representatives can search the database by any of several criteria, including customer name, registration number, or company name to access the customer's record. The record includes a call history that gives users a description of the customer's past problems or product orders, saving time from asking the customer to explain past issues. Requests for product upgrades or literature are entered into the system and later downloaded to an outside fulfillment house that sends the items to customers. Employees no longer have to leave their desks to fulfill requests, giving them more time to concentrate on helping customers.

