



## Managed Service Provider (MSP) uses BlueFolder to Capture More Account Data and Boost Billing 60% in First Three Months

Since beginning years ago as a state contractor that provided Indiana prosecutors' offices with a wide array of networking, hardware and internet services, ProBleu has evolved to become a Managed IT Service Provider (MSP) specializing in network infrastructures for small and medium businesses. ProBleu services 162 businesses today, ranging from car dealerships to medical offices to nonprofits.

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To serve this growing and diverse group, ProBleu had programmed its own ticketing system at a cost of \$30,000. The system lived on an on-site server, which cost the company maintenance and staff dollars — as well as unwelcome spells of downtime.

The system also didn't allow for communication between ProBleu teams and the client. Work would be performed on an account and not recorded. Tickets were closed arbitrarily, with both customers and techs in the dark about account and job histories when work inevitably resumed.

### BlueFolder provides right level of functionality and freedom from servers

ProBleu Vice President of Sales Craig Hickman evaluated multiple competitors before adopting BlueFolder in 2009.

"I like it because it's web-based and not specific to any platform. BlueFolder works on any laptop, mobile device and browser that we use," says Hickman. "Other systems boasted compatibility, but they were bloated with detail, archaic to set up, and would have required a full-time employee to manage."

Hickman saw that features he valued, such as a dropbox feature that allowed users to create new tickets via email, were included with BlueFolder — another comparable solution would have required a fee to a third party, as well as an on-site server, to implement. He wanted his team to spend less time worrying about servers and more about service. BlueFolder features like client email notification, a smoother-running customer portal, and mobile functionality — all lacking in the "homegrown" solution — were also attractive, as keeping tech teams in sync with clients was a top priority.

ProBleu said goodbye to their servers and hello to BlueFolder.

#### CUSTOMER:

ProBleu  
<http://www.probleu.com>



#### BUSINESS CHALLENGE:

Find a more streamlined way to track work on accounts; capture and coordinate more data from customer interaction; stop being responsible for on-site servers that cost money and staff time.

#### SOLUTION:

BlueFolder's web-based, 24/7 functionality works on all devices and browsers to easily tie teams together and capture all hours and knowledge from customer work.

#### BENEFITS & RESULTS:

- 60% increase in billed items
- No more servers on-site
- Increased team accountability and customer insight

## Billing goes up 60%

Now clients can go through the BlueFolder customer portal to send emails, open and create tickets, and even buy more hours when they see that the contract is low. Before, a tech's notes were not visible to the client, and tickets could be arbitrarily closed with incomplete information. With everyone in the loop, the ProBleu team is more accountable for good service, as the client can monitor ticket status in real time.

It also yielded another large benefit — better job time and data capture resulted in a 60% upswing in billings. “Clients were getting a lot of free work before BlueFolder,” adds Hickman. “Sometimes an email request would be serviced and closed without being recorded at all. Now all that work and time are being captured. It's not only created more revenue, but a valuable audit trail and a wealth of info that we can all access for future account needs. I wish I would have started with BlueFolder earlier. I missed out on a year of savings.”

## About BlueFolder

BlueFolder is a leading provider of Field Service Management solutions. The company's award-winning application delivers a simple and accessible web-based solution for businesses to manage their service teams, customer support, work orders, shared scheduling and billing. Companies of all sizes that use BlueFolder achieve an immediate return on investment by significantly increasing efficiency and reducing operational costs. As a result, users achieve sustainable competitive advantages while delivering a superior customer experience. BlueFolder offers multiple subscription levels, priced on a monthly basis, and does not require an annual commitment.

BlueFolder is a privately held company headquartered in Colorado Springs, Colorado. For more information, visit BlueFolder's website at [www.BlueFolder.com](http://www.BlueFolder.com) or call 866.253.2583.