



## Mango Bay Internet Builds Competitive Advantage with Centralized Customer Communication

### Customer:

Mango Bay Internet

### Business Challenge:

Mango Bay Internet needed to tie together CRM, Microsoft Outlook, service ticketing, calendaring and accounting for better service and streamlined operations.

### Solution:

Oasis CRM serves as the central location for all customer information, linking with Outlook and QuickBooks to eliminate double data entry.

### Accounting Solution:

QuickBooks

### Benefits & Results:

- Employees in the field close tickets and enter charges from any desktop, so information is immediately available to accounting.
- Integration with QuickBooks expedites invoicing and improves cash flow.
- Oasis automatically alerts technicians a couple of days after ticket closure to follow up with customers about issues.
- A knowledge base and quick ticket location speed resolution times.

A Web site is very often the first impression a business conveys to prospective customers or partners. Since 1996, Mango Bay Internet has created custom Web sites that help companies project positive images, educate and inform their audiences, and sell more.

Beyond site design, the Cleveland, OH-based company provides reliable hosting and Internet access, as well as added services like network installation and configuration, for companies of every type and size.

In the competitive Internet services industry, customer service and support set providers apart. In 2002, Mango Bay Internet needed a way to tie together three separate applications that each stored customer information and interaction – Microsoft Outlook for email, QuickBooks, and a CRM solution.

“We had three systems with no links between them,” said Alan P. Jacubenta, president and owner of Mango Bay Internet. “We needed to marry all that together so emails are connected with customer records, which are tied to accounting.”

At the same time, Mango Bay Internet wanted to transfer its paper-based trouble ticketing and calendaring to an electronic system to keep up with all issues, ensure follow-ups and keep all team members aware of customer issues in real time.

### Exceptionally Customizable, Integrated CRM

Mango Bay Internet considered two options, buying a ready-made CRM solution or leveraging its technical expertise to create a system in house tailored to the business. Choosing to stay

focused on its operations, the company bought a CRM solution customized to the Internet services industry, but soon scrapped it due to accounting integration problems.

Instead, Mango Bay Internet found the perfect combination in the CRM solution from KnowTia: a commercial solution with the customizability to mold it to the company's processes.

“KnowTia gives us the best of both worlds,” Jacubenta said. “It interfaces nicely with QuickBooks, which is a big issue for us. And it allows us to really customize it to track information specific to our organization like passwords or account information, part numbers, or router and firewall details. It's huge when it comes to tracking details and customization.”

With full CRM capabilities, as well as service ticketing and calendaring, Oasis ensures everyone operates with synchronized customer data. In 2006, Mango Bay Internet upgraded to KnowTia's Web-based Oasis CRM, giving all team members access at client sites or from home. As employees complete work at client sites, they can enter charges on the spot, making it immediately available to accounting.

All three of the company's core applications are linked, so staff only has to enter information once. Oasis runs on Mango Bay Internet's Microsoft Windows Small Business Server, and is linked to Outlook via Exchange Server.

With the integration, Jacubenta can also send and receive email on his Palm Treo, and it's automatically linked to Oasis. Likewise, he can add appointments to his calendar, and receive notices on his Palm when other staff members schedule appointments for him.

## Details and Reminders Critical to Customer Care

A key component of Mango Bay Internet's service delivery, Oasis keeps up with all open service tickets. The company built a custom knowledge base within the application to help expedite resolutions. Every closed ticket remains connected with customer records, and technicians can search the entire database of historical resolutions for answers.

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*"It's definitely faster customer service. Oasis allows us to track open tickets and assign them to technicians so we can effectively serve customers. We heavily rely on Oasis and couldn't do it without it."*

*— Alan B. Jacubenta, President and Owner,  
Mango Bay Internet*

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Each staff member sees all the issues in his or her queue, while managers view all open tickets or run reports on specific incidents to understand trends or recurring problems. Oasis also automatically alerts technicians a couple of days after ticket closure to follow up with customers about their issues.

"Follow-up reminders from Oasis ensure we are in constant contact with our customers," Jacubenta said. "As far as credibility goes, asking customers how things are going a few days after resolving an issue is huge. It gives them the warm and fuzzies, shows that we genuinely care about them, and allows us to really remain in business and separate ourselves from our competition."

Having answers at the touch of button, and automated service steps, improves Mango Bay Internet's service delivery.

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## Single Data Entry with QuickBooks Integration

Before, Mango Bay Internet staff had to enter customer information once in the CRM application and again in QuickBooks. Now, the QuickBooks integration with Oasis saves the small business significant steps. The company easily pulls project and service information in Oasis over to QuickBooks, or customer details into Oasis from QuickBooks, giving accounting the information to bill customers and maintain a steady cash flow.

Overall, the company finds Oasis easy to deploy and run. When Mango Bay Internet upgraded, KnowTia managed it remotely, allowing the company to stay focused on its customers. With that positive experience, Jacubenta has recommended Oasis to some of his own customers.

The company also leverages Oasis to target communications to new contacts as they progress from leads to prospects to customers. Though Mango Bay Internet has seen significant efficiency with Oasis, Jacubenta plans to roll out even more features in the future.

"As a small business, you have to have a system with as many features to help you succeed as possible," he said. "Oasis is our starting point on a daily basis, tying everything together. My goal in the next year is to take advantage of more of what Oasis offers to save more time and money."

## About KnowTia

Based in Tampa, Florida, KnowTia Corporation has provided client/server-based CRM software for the SMB market, specializing in the complete customer life cycle, since 2001. The company's early integration with Intuit QuickBooks® established it as a highly successful provider of CRM-based software to the small and medium-size business. Based on input from hundreds of KnowTia customers, the company introduced the browser-based Oasis CRM™ product line to maintain the company's position as the best CRM value in the marketplace.

Oasis-CRM™ automates your most challenging business processes. Oasis-CRM™ is designed as a "Total Business Solution," so all of the integrated modules you need to automate your business are included. Every department in your organization uses Oasis-CRM to share and process customer information in an easy-to-use, highly customizable environment. Oasis-CRM™ allows your business to grow by capturing lost revenue, optimizing efficiency and organizing business workflow.

