



THE PREFERRED PROBLEM SOLVER



Winning this year's *Computerworld* Customer Care Award for database management software is testament to Quest Software's continuous track record as the preferred vendor for an extensive range of solutions for the enterprise.

Third-time award winner Quest Software has once again beaten heavyweights to attain another accolade for customer care. One of the reasons for this is the momentum the company has built up over the past few years by establishing infrastructure to raise its customer service standards, as well as expand its sales and marketing networks in the region.

Moving ahead, Quest expects that competition will be keen, and understanding how to engage customers will be key. Says Gary Saw, Quest's Managing Director for South East Asia: "No one vendor can satisfy all parts of every problem. With so much technology developed to solve so many problems, you're bound to see more vendors standardising on delivery mechanisms (such as the cloud) to make it easier for customers to choose the right solution delivered the right way for them."

In addition, with the growth of social media, communities and other collaborative media channels, end users now have access to information previously only available to a select few, creating a sense of empowerment among the current customer community. "Much of this is driven by choice, and it leads to price commoditisation if the vendor doesn't stay in front of it," adds Saw.

Buyers also now have the attitude that there must be an app for every need, leading to broad consumerisation of technology. "Much like the Apple iTunes and App Store, this has conditioned buyers to search for solutions to business problems in the same way they search for solutions to personal problems," says Saw.

Customers choose Quest because of its financial stability, direct presence in many parts of the world, and an inherent culture of excellent customer service, proven by its many awards globally. For instance, Quest received the 2011 MarketTools ACE (Achievement in Customer Excellence) Award in the U.S. — the second time it has earned the honor (the first being in 2010). The award demonstrates Quest's long-standing commitment to providing unmatched customer service to its global customer base.

The company has a strong focus on R&D to ensure it continues to deliver the most innovative solutions that make it easier to solve the toughest IT management problems, and as well as enable customers to save time and money across physical, virtual and cloud environments.

Quest also stands out for a number of other reasons. One is that Quest offers global support delivered through centres located around the world.

Another reason is Quest's highly skilled engineers who support customers wherever they are. Says Saw: "Our customers consistently rate Quest support engineers as some of the best in the industry. They are passionate about customer service in addition to being well trained and knowledgeable on our products with domain expertise."



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BUILDING TRUST AND LOYALTY

How does Quest stay relevant then in today's sophisticated enterprise software market? "Knowing where a buyer looks for solutions is key to maintaining and growing community mindshare," explains Saw. "Quest has taken into consideration the shift to social media, communities and online forums, and created new communities for high-interest solutions like our SQLServerpedia, Eventopedia plus other '-pedia' sites, in addition to tapping into Facebook, Twitter and other sources to monitor customer experience. This thought leadership emphasizes how key the immediacy of information is for customers searching for solutions, and the importance of having rich content available on a variety of platforms."

What has Quest done to deliver excellence in customer service in Singapore and Malaysia? "Investing in a local presence in Singapore and strong local representation in Malaysia through our long term and trusted partner — Business Visuals Sdn Bhd — is key," says Saw. "Consistently delivering on our promise to our customers and fulfilling service level agreements go a long way in building the trust and loyalty of our customers. Quest has invested in an Asia Pacific customer support centre and continues to expand the team to ensure strong coverage."

And how does Quest Software ensure that customers remain loyal? "In technology, it's simple; you'll maintain your customer base if your products simply work as advertised," says Saw. "We continually expand our existing products to meet ever-evolving customer and market needs, but also expand into new markets as those needs arise." ◊

About Quest Software

Quest Software simplifies and reduces the cost of managing IT for more than 100,000 customers worldwide.

Our innovative solutions make solving the toughest IT management problems easier, enabling customers to save time and money across physical, virtual and cloud environments. For more information about Quest, go to www.quest.com.