

Solution Provider Enhances Business and Improves Customer Loyalty with Laplink PCmover



“PCmover improves my bottom line, increases customer satisfaction, and ensures customer loyalty. It’s just that simple.” — Scott Neuman, President, AOS Web-Com

The Client

AOS Web-Com, Inc. is a computer reseller and technical service provider based in Lakewood, NJ. AOS Web-Com offers a wide range of specialized individual services, and also offers clients a full installation and service package that includes fully integrated computer systems and setup, creation of a local or wide area network, installation of all software, systems protection, web site and e-commerce set-up and management and full ongoing post-installation support. AOS Web-Com partners with Cisco, Microsoft, Compaq, Hewlett Packard, Dell, and Adtran to offer unsurpassed service to their customers.

Founder and President Scott Neuman takes his company’s success seriously, and it’s paying off. AOS Web-Com ranked #22 in CRN’s Fast Growth List for 2004, with a stellar 93% growth rate. It is a CompTIA Certified Repair Center staffed by Microsoft Certified Professionals.

The Challenge

AOS Web-Com sells new PCs to their clients as part of their services on a regular basis. The company often experiences resistance from customers needing to upgrade their systems because they dread the prospect of moving all their data from an old PC to a new one. AOS Web-Com began offering a migration package with the purchase of each new PC in order to minimize the stress of the purchase. The initiative was very successful, but migrating all the data manually using a network cable took six or seven hours of labor. This meant that customers were charged as much as \$850 for a migration in order to meet labor costs. “Keep in mind, most people maintain about three to five years’ worth of data on their systems,” says Scott. “There’s a significant amount of labor involved in transferring everything over.” Even at this price-point, customers saw the value of the service, but Scott was motivated to find a way to minimize the amount of time his staff had to dedicate to this type of service, thereby increasing productivity, and reducing service costs to the customer.

Another drawback to manually transferring data between PCs was that when it came time for the customer to select the data they wanted to keep on the new computer, their user experience was unsatisfactory. Scott’s technicians would generally move all the data into a single directory, and have the customer select which files and applications they wanted to keep. This method was functional, but in terms of the customer experience, it left something to be desired. “In common with most computer vendors, we find our clientele are generally not technically savvy,” Scott explains. “They have a pretty basic grasp of technology, and the more user-friendly and familiar you can make their computing experience, the better.” Scott wanted to find a system that didn’t leave the customer to sort through an intimidating and unfamiliar directory, and that gave them a more intuitive interface to work with.

Neuman noted that AOS Web-Com had considered Norton Ghost as a PC migration tool, but found that this backup utility from Symantec caused more problems than it solved when used for this purpose. “It’s really not intended for migrations, and that shows. It has such limited functionality that it ends up taking at least as long to use Ghost as it does to just do a manual migration.”

The Solution

Scott discovered the solution he was looking for in Laplink's dedicated migration product, PCmover. After ordering a couple of copies online at www.laplink.com and testing them out, he knew he'd found a product that would meet his needs by improving the speed, efficiency and profitability of his migration services. Scott was impressed with the dramatic time reduction for a typical migration, and was pleasantly surprised to find that PCmover was capable of moving all applications, even the specialized, less common ones that many of their customers used. "Finding a migration product that could move over all applications was a major selling point for me," admits Scott. "PCmover offers an easy, fluid, cost-effective way to move all data over to a new PC. Every migration we've done has been simple, smooth, and flawless." He estimates that it saves between 2 and 3 hours of labor per migration, compared to the methods they used previously. "PCmover gives us the luxury of conducting a move in a much shorter time-frame."

Using PCmover translates into significant savings for AOS Web-Com customers. "We are now able to save our customers between \$300 and \$400 when they purchase a migration package." He smiles, "This frees them up to spend money on something else with us!" Even more than the dollar savings, customers are glad to minimize the loss of productivity associated with upgrading their systems. With PCmover, AOS Web-Com can deliver a migration that involves less "down-time" for the customer and far less time wasted on support issues after the migration.

PCmover's simple, intuitive "wizard" interface is also a plus. Instead of subjecting migration customers to a huge, unwieldy directory to view their migrated data, PCmover displays the information in a simple, easy-to-understand format. "PCmover offers a far more customer friendly migration experience than our manual migration system can."

The Result

Scott is thrilled with the results of switching from manual migrations to Laplink PCmover. PCmover has become an integral part of AOS Web-Com's computer sales tool-kit. They can now offer fast, flawless moves to any customer upgrading to a new PC. Having completed 8 migrations in the last month alone, Scott estimates that at this rate he will have saved at least \$20,000 over the course of a year by making PCmover the migration standard at AOS Web-Com. "Using PCmover to migrate customer data to a new PC saves my employees hours of work, and saves each customer hundreds of dollars." Scott explains. "Most of my business is repeat business, so customer loyalty is crucial." He sums up, "PCmover improves my bottom line, increases customer satisfaction, and ensures customer loyalty. It's just that simple."

Find more information on PCmover, or purchase the product online at www.laplink.com, or call a sales representative at **800.343.8080**.