



**FOR IMMEDIATE RELEASE**

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### **SirsiDynix improves service and products through customer feedback**

*The industry's leading technology provider learns from its library customers via customer support and other proactive customer feedback channels.*

**PROVO, UTAH (June 24, 2011)** – SirsiDynix is working to improve service and technology for its users, and what better guide to ensure success than the users themselves. With a number of new initiatives in place including dedicated library relations managers for each customer, a company-wide library volunteerism program to help employees gain perspective from the library setting, and various customer survey forums and feedback channels, SirsiDynix is more customer-driven than ever. Perhaps the most telling implementation of this is the launch of the new SirsiDynix Customer Support Center.

“The intent of the new Customer Support Center website is to be customer driven,” said SirsiDynix Vice President for Customer Support Scott Wheelhouse. “The underlying technology of the Support Center provides a robust platform for ongoing customer feedback and allows SirsiDynix staff to focus on the content and service delivery.”

Throughout the past year, the SirsiDynix Customer Support team has been working to improve its customer support processes, and improvements to our customer support portal took center stage in those plans. In preparation for the new Customer Support website launch, the SirsiDynix team relied heavily on customer feedback to ensure it met and exceeded user expectations. During the site's 10-week beta period, 42 percent of SirsiDynix customer support portal users tried out the new website. More than 90 percent of the site reviewers approved the layout and organization of the new site before the portal's go-live date.

The long beta cycle allowed considerable input to guide our direction, and customer feedback was incorporated early in the development process. For example, customers said they prefer the convenience of self-service support solutions, so the [SirsiDynix Support Center](#) was built around that concept with the promise of becoming a one-stop shop for self-service. Other features include:

- A multilingual interface viewable in English, French, Spanish, German or Chinese (traditional and simplified)
- Improved customer access to documentation, solutions, known issues, training and other self-help content
- Seamless integration with case management for reporting, updating and tracking issues
- Forums for sharing and collaborating on product and service ideas.

“Adopting change can be difficult. Fortunately, SirsiDynix customers recognize that change brings opportunity,” Wheelhouse said. “The new Customer Support portal lays the foundation for a wealth of additional customer support features. It provides not just technical support, but also interfaces with product development, finance and even customer user group interaction.”

So far, Wheelhouse said the changes appear to be successful. Since going live on June 13, the SirsiDynix Customer Support Center's daily usage has almost doubled, and site offerings are growing on a daily basis with more than 1,000 new or updated support solutions posted in the past four months.

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### **About SirsiDynix**

SirsiDynix connects people with knowledge at more than 23,000 libraries around the world. Through library management technology and search and discovery tools, libraries using SirsiDynix technology bring relevant resources and the power of knowledge to their users and communities. SirsiDynix technology is architected to be open, scalable and robust, offering a complete solution out-of-the-box, and unparalleled flexibility through APIs and web services. Complemented by the most experienced training, consulting and support staff in the industry, SirsiDynix helps libraries create tomorrow's libraries, today. [www.sirsidynix.com](http://www.sirsidynix.com)