

Should you build or buy?

Why buy a CDC Respond complaint and feedback management solution

1. Proven and measurable benefits
Increased customer satisfaction is just one of many quantifiable benefits.
2. Less risk
Don't gamble with your time or money when you don't need to, play it safe with Respond.
3. Significantly reduced costs and timescales
Avoid the expense and long timescales of implementing in-house solutions.
4. A robust solution from day one
Rely on continual, trustworthy updates to ensure your Respond software continues to deliver business value.
5. Future-proofing
With technology constantly developing, we make sure you don't get left behind.
6. Availability
Say the word and the product can be configured, installed and running in no time.
7. Configuration
We tailor our solutions and subsequent updates to meet your specific needs.
8. Scalability
Build your solution in phases, simply add as necessary.
9. Knowledge and experience
We understand the specific demands and common issues faced by your organization.
10. High quality training and user documentation
Comprehensive technical and end-user manuals – rarely provided with in-house products.
11. Support
Our technical support team is ready to deal with any problems that may arise.

Regardless of whether you need a complaints, customer feedback or employee feedback system, there's a strong case for buying a packaged CDC Respond software solution rather than building your own.

From an internal IT perspective, many organizations have both the capability and the capacity to consider building a complaint and feedback management solution. However, building an in-house solution may give your business what it thought it required when the project was started, but will that still be what the business needs when it is eventually implemented?

There are a number of fundamental areas where the benefits of buying a packaged CDC Respond complaint and feedback solution outweigh those of building in-house.

CDC Respond's solution will provide:

- 1. Proven and measurable benefits**
Our solution has a track record of delivering business benefits in key areas such as regulatory compliance, business improvement, productivity enhancement and increasing customer satisfaction.
- 2. Less risk**
If businesses decide to go it alone and build their own system, there is no protection if the code doesn't work or if the project is delayed. Time is money – and for large companies delays can mean millions in potential lost revenue.
- 3. Significantly reduced costs and time scales**
You can buy, implement and have our software delivering business value in a fraction of the time it takes to design, code, document, train for and implement an in-house solution. In most cases, in-house development will be prohibitively costly, time-consuming, and difficult to implement. Statistics from the Standish Group show that an average internal build costs 189% of its initial estimate and will take 222% of the expected time – in other words, more than twice as long.

4. A robust solution from day one
Respond's software is continually updated, debugged and prepared for your immediate use. Realizing benefits from day one, Respond will deliver operational and revenue-enhancing benefits in the shortest possible time frame. With an in-house product, your staff will usually be testing and debugging the core solution and making updates on an ongoing basis.

5. Future-proofing
After installation of CDC Respond software, you will be provided with guaranteed access to patches, software updates, user groups, updated documentation and technical support to ensure your organization is kept up to date with changes in technology and the current market requirements. Will in-house developers be able to commit the same level of resource on a long-term basis, or will they have moved on to the next project?

6. Availability
Our enterprise product suite already exists. It is proven, functionally rich and can be configured and installed within a very short period of time. It is a known quantity in the market, so the risk to the business is significantly reduced.

7. Configuration
CDC Respond software can be easily configured to meet the unique requirements of your organization and is flexible enough to keep pace with your ever changing business needs. Updating and further configuring an in-house product will take a considerable amount of time and money.

8. Scalable
The CDC Respond product suite can be purchased in modules. You can add modules based upon your changing business requirements and budget, often by just purchasing a license. You can start off small and extend up, reaching an enterprise deployment with relative ease.

9. Knowledge and experience

In a complex area like enterprise wide complaint and feedback management, it pays to talk to the specialists. We have expert knowledge of the way feedback solutions work, and we understand what customers – and users – need in a package. In-house developers do not always have this understanding and explaining it to them can be time consuming, costly and risky. We have an in-depth knowledge of business needs, compliance rules and common issues from working with customers right across the industry.

10. High quality training and user documentation

The documentation and training that comes with our software is more advanced than with an in-house product. We provide essential documentation that is both technical and end-user-oriented. We are always on hand to train new staff to ensure your solution is providing optimum value. An in-house product rarely provides such documentation or ongoing training.

11. Support

Your in-house developers will typically support various systems and different areas of the business. We have specialist help desks so expert advice is always on hand.

Long-term and short-term, buying CDC Respond software is the intelligent option. Whether you look in terms of cost, risk, functionality or support, our solutions are tried, tested and successful. A wide variety of organizations have successfully installed a CDC Respond solution rather than build it themselves.

Are you ready to join them?

“

Statistics from the Standish Group show that an average internal build costs 189% of its initial estimate and will take 222% of the expected time – in other words, more than twice as long. ”

Why buy CDC Respond?

Before attempting to build their own systems, companies should consider whether this is the best use of their resources. CDC Respond software has already been built and developed with advanced functionality and capability. The result is a packaged solution that cannot be matched in-house for the same cost or within the same timescales and that significantly reduces the business risk.

For more information, please contact Phillip Siu on (02) 8870 7000

Praxa Limited A member of CDC Software Group

To find out more visit www.praxa.com.au or call us today on: T + 61 2 8870 7000 · F: + 61 2 8870 7222

Riverside Corporate Park, Level 1, 12 Julius Avenue, North Ryde NSW 2113

About CDC Respond

Respond is recognized as a market-leading provider of enterprise complaints and feedback management software. The CDC Respond solution provides organizations of any size with a scalable complaint and feedback management infrastructure. The CDC Respond suite of products enables organizations to improve the customer experience by extending customer service capabilities to front-line staff, while providing extensive management information to drive change and improve business practices. CDC Respond software is proven to deliver cost reductions, increased efficiencies and demonstrably improved processes, services, customer satisfaction and profitability.

For more information visit: www.cdcrepond.com