Dear mHelpDesk,

I've been using your service for a few years and so I suppose this review is long overdue.

There are a lot of options out there for Customer Management Systems, which vary significantly with regard to price, customizability, scalability, customer service, complexity of implementation, ease of use, and integration.

If you're new to customer management systems, you may not even realize what options you should care about the most before choosing a service provider. After picking the wrong one, you may get frustrated and give up on the idea altogether. Never fear, mHelpDesk is here!

Price

Since price seems to matter to most people before they start thinking about value, let's start there. The entry level monthly pricing with no annual contracts is as low as you're going to get, especially for as much as they have packed into the product. My experience from day one has been that mHelpDesk saves around 10 hours of administrative work per week, or around 40 hours per month, and time savings increases exponentially as I grow. Even at minimum wage, the monthly fee for one user is a small fraction of the alternative, without considering added time associated with training and supervising someone on a part-time basis. The marginal cost associated with adding users allows for safe scalability of my business.

Customizability

Is that even a word? It seems to fit. I suppose if you're a small business and you've never used a customer management system it's easy to be skeptical about whether someone can create an all in one solution to your customer service and business administration needs. It's probably best to get that idea out of your head. If you're thinking it, someone already thought of it and they probably work at mHelpDesk.

All in home/office service providers have a lot in common when it comes to the steps associated with serving a customer. Let's dig into it a bit.

Leads flow electronically via email, form fills, or phone calls. Information from the customer is received. With mHelpDesk there are options for form fills to automatically flow into your account with custom fields preset to your custom needs. All of the typical/standard needs such as customer contact information are already created. It's very easy to add fields specific to your business.

The next step is to set an appointment or perhaps create an estimate. If you need to create an appointment, there's a built in schedule tied to an app for your mobile devices, which updates immediately.

If you need to create an estimate, mHelpDesk gives you the ability to create unlimited reusable line items with pricing scalability based upon units of measurement or quantities. As you continue to create billable items for estimates you are presently creating, you'll have quick and easy access to the same line items the next time that you create an estimate. You will have the ability to send estimates via email to your customer right out of mHelpDesk. It takes me about a minute to create and send a very professional looking estimate complete with my logo. All of the same applies to invoices, which can be populated from your estimate, saving…more time.

Scalability

I've already touched on scalability a bit; but I'll discuss it a bit more. By the time I finished with my first version of implementation, which took MAYBE 2 hours, I was already convinced that using mHelpDesk was going to help me wrap my mind around a lot of logistics associated with growth. In obvious random order…

The challenges associated with institutionalizing work processes and customer service consistency when training someone new who knows nothing about what you do and how you do it can be significant, especially while being away from the office 90% of the time. By the time I used mHelpDesk enough to make business administration easy for me, I was ready to hire someone to do it for me so that I have more time to do more jobs. Using mHelpDesk as a training tool for my new hire made it possible for me to begin training her during the interview. I'd say that within three days of using mHelpDesk, she intuitively knew what to do next without me saying a word. In my opinion ease of scalability is significantly impacted by the rate that information and instructions can be transferred to the next hire.

By the way…even though I might see the lady who is running the office 5-10 hours a week, I see everything she's doing in the system. All customer records are organized by statuses and all activities are driven by critical dates. We exchange messages between each other throughout the day, logged against each record. I get alerts on my phone when she drops a log note. I click on the note and the job associated with the note opens up. We know that all work is completed when all critical dates are met and every record has a future date. I can look at my watch and see that it's 11am and there's no work to do…for each and every employee…and promptly direct their attention to advertising and marketing to generate more work.

Real time reporting and critical date/time management are critical to understand how we're doing right now, and the actual capacity available to do future work. I'm confident that with mHelpDesk I'll be able to EASILY manage 100 or more users logged into the system. Consider the cost saving associated with not having to pay someone to watch someone else work.

I don't want to leave the false impression that I'm naïve and do not realize that major corporations have technology that far surpasses what I'm describing. What's awesome is that the level of technology that mHelpDesk delivers to a small business at a small business price actually levels the playing field enough to grow more rapidly without pricing oneself out of the market.

Customer Service

The Happiness Team at mHelpDesk has officially lived up to its name. I know I must have made a snide remark when I heard them say 'happiness team.' But guess what?! It IS a Happiness Team! They're all great. They want to help you succeed. They'll help you set it up. They'll train you. They'll do their best to implement your ideas for their product. They've installed a chat button inside of your system so that if you have a question you can just message them. They are also very available over the phone. If you don't have the same experience, it's probably you. One representative was so helpful that I started wanting to hire her. I'm not making this stuff up.

Complexity of Implementation

Of course the perceived complexity of anything is relative to what you already know and I suppose I had a head start…BUT even so, compared to other customer management systems, mHelpDesk IS a breeze. If you keep in mind that you are literally developing your business while setting up mHelpDesk, you may realize that it's worth your time, even if it takes you 20 hours. In fact I'd bet that if you took 20 hours to really learn it and implement everything that's possible in the system, you'll not only see an immediate and significant reduction in your administration time; but you'll also see a significant increase in your revenue without spending more in advertising.

Implementation is always going to be harder than day to day use. The hardest challenge of day to day use is developing a few new habits; habits that you likely need to develop anyway if you are serious about stepping up your game with time management and customer service. Don't worry though. If you put time in on the front end you'll realize how helpful mHelpDesk will be and you'll naturally feel guilty for not following through consistently and using it because you'll obviously be neglecting yourself, your business and your customers.

I've used other customer management systems that are loaded with far more capabilities than I would be able to take advantage and though they are very impressive, I've noticed that customer service for small businesses is lacking to say the least and implementation is not nearly as streamlined as mHelpDesk.

Ease of Use

I routinely create estimates, collect payments, schedule appointments, communicate with the office, communicate with customers, send invoices, route to jobs, and keep up with the office from my phone while listening to Queen at Starbucks via mHelpDesk while my co-workers do the same from their smart devices, laptops, and desktops…wherever they are. No one thinks it's hard. Everyone thinks it's cool. Why? Because it IS cool. Lol (and easy)

Integration

You can integrate credit card processing. Your customer receives an invoice with a pay now button and they typically…pay now. When they pay now, mHelpDesk updates your accounts receivable record automatically. You can also integrate mHelpDesk with QuickBooks. You can also connect forms on your website to mHelpDesk. The automation and accuracy gives me time and certainty so that I can have a clear mind to focus on taking better care of my customers.

One more thing…

It takes me about 30 seconds to review all of my leads and active jobs. As a result of the review I know how many new leads have not yet been called and how much time has passed since they entered the system. I know how many follow up calls need to be made for new leads. I know how many jobs are scheduled that are pending appointments along with dates and times. I know the status of all jobs throughout the entire life cycle of each job. I know how many jobs are awaiting payments. I know who is responsible for each task assigned to each job. Thirty seconds or less and I have all of that information whenever I want to know it. Knowing what to do next is important. So sayeth my reluctant mentor. With mHelpDesk it's easy, affordable, and fun.

Okay I'm back to work.

Respectfully,

Michael Medley
Indoor Air Quality Services
770-363-2670

P.S. Happy Thanksgiving MHelpDesk!