



Butler Global Consulting
Achieving Operational Excellence

SPIRITI TECHNOLOGIES

Corporate Background

As a major supplier to direct marketing companies, computer superstores and dealers, Spirit Technologies distributed products through direct mail catalogues, and computer superstores throughout over 20 countries.

Spirit Technologies develops and markets high speed and removable storage devices with an in-house software engineering development department to add greater flexibility and performance. Annual revenues approximately \$22 Million.

Corporate Challenge

As a result of tremendous corporate growth, Spirit required strategic planning and business process improvements targeted toward efficiency and cost savings.

Results from Butler Global Consulting:

Turn Innovation into Results

Queried customer service callers regarding their dissatisfaction issues. Assimilated information and created solution.

Authored user-friendly Quick Install Procedure and Quick Tips with troubleshooting process to be included with every new purchase.



Procedures and Tips addressed 95% of customer concerns.

Result

Reduced technical support calls by 45% without increasing resources, saving approximately \$150,000 per year.

