CustomerVision

How Tenacity Corporation uses CustomerVision Biz-Wiki to Improve Communication and Performance

Company Background

Tenacity Corp. is the leading software firm in the accessible telephony industry. Founded in Lafayette, LA in 2004, Tenacity's mission is to enhance life at home, work, and on the go by improving the interaction between people and technology. Thanks to persistent determination and commitment to the highest possible quality, Tenacity is the world leader in accessible VOIP (Voice over Internet Protocol) telephony. By pioneering the development of CTAP (Computerized Telephony Accessibility Provider) technology, Tenacity has opened the gates for people with nearly any impairment to experience the power and functionality of top-quality VOIP telephony.

Goals and Challenges

In 2006, Tenacity was growing rapidly but needed to maintain the same level of expertise and communications that made them a leader in their market.

They realized email was not the most efficient tool to use for the type of distribution of information that their business demanded. They needed a centralized document management solution.

"Our team was growing quickly and we needed to maintain the same level of expertise we had as a smaller group," explains Dustin Armstrong, Executive Vice President of Operations at Tenacity Corporation. "We are in a fast changing and complicated market and it is vital that we all stay on the same page and share information as a team."

The Solution

To meet the company's needs for communication and collaboration and to retain the level of expertise that made the company a leader, Tenacity began exploring options for a knowledge sharing solution.

A thorough review of possible solutions indicated that a hosted solution would best fit Tenacity's needs. The company wanted to implement this quickly and did not want to spend a lot of time and money installing new software and hardware. The hosted business wiki solution offered by CustomerVision was among the top candidates. After learning more about the business friendly features of BizWiki, such as sophisticated access control and the ability to customize with Wiki Widgets, the decision was easy.

> "If our customers are having an issue with a product or if someone has a great idea for a new feature the wiki allows us to get that feedback and act on it rather than having it be stuck in email neverland."
>
> -Dustin Armstrong, Executive Vice President of Operations at Tenacity Corporation.

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Because BizWiki is easy to setup and administer, Tenacity was able to quickly configure the application to meet their requirements and started using it immediately.

The Results

Since implementing the wiki in 2007, Tenacity has seen usage of the site continue to grow. Initially, interest was focused within a couple of departments but now all the departments in the company look to this as a resource. Participation in discussions has also increased.

Information is shared about company-wide issues, product development, marketing and operations and the information is more than just simple announcements. BizWiki has become a platform to discuss issues, share feedback and improve the company's products and services.

"Our company wiki is so valuable to us," says Armstrong. "We use the site as a repository for company information as well as a place where departments collaborate on projects. It's a way for us to share company information and get feedback from all corners of the organization. This sharing of ideas helps us support our customers better and grow our business faster."

Future Plans

Armstrong reports that the company wiki will continue to figure heavily into Tenacity's future. Peer to peer knowledge sharing and the benefits that collaboration can bring to a business are vital to its success.

"We want to be able to do even more to encourage our people to share their ideas and allow them to brainstorm with all of our departments. This will help us better serve our customers and continue to be a leader in our market," says Armstrong. "If our customers are having an issue with a product or if someone has a great idea for a new feature the wiki allows us to get that feedback and act on it rather than having it be stuck in email neverland."