

CUSTOMER STORY: **CoachesTown.com**

Using Apptix Hosted Exchange Email (plus Mobile) Helps Grow a Start-up and Improve Communications... One Team at a Time

“Customer service. Customer service. Customer service. Can I say it again? Unless your business is in the hosting industry, or you have a full time crew taking care of any issues, my suggestion is to leave it to the experts—Apptix.”

Mitch Mencis

Founder & CEO, Coachestown.com

Customer Profile



Web Address

- www.coachestown.com

Industry

- Online sports team & group communication
- Athletic Director, Organization, & Sports Complex Management

Apptix Products Used

- Hosted Exchange
- Mobile email

Benefits

- Improved communications
- Instant availability to customers
- Worry-free management & administration
- Quick & pain-free customer support

Summary

CoachesTown.com is a start-up whose goal in life is to ease the “organizational frustration” typically surrounding sports teams, scout troops, clubs, and other types of groups. By providing an online zone in which all group information—notification of game time changes, event cancellations, scores, photos, video, forums, chats, member lists, and more—is available to subscribed users, the CoachesTown Website provides a centralized, secure “online neighborhood” that enables coaches and group leaders to stay in constant contact with members, players, and parents. The service is 100% free, and subscriber information is completely protected—the data you submit is kept private, accessible only by you and your team/group.

Challenge

When CoachesTown was founded, their biggest initial challenge was communication. Like most start-ups, the founders had to keep their day jobs to help pay the bills. At the very beginning, it simply wasn’t possible to be in constant contact with each other—or with their customers.

Solution

When searching for a solution to their communication challenges, the CoachesTown CIO/in-house technical guru reviewed several options that seemed appealing, at least on paper. When they conducted actual in-house testing, however, CoachesTown found that each company’s customer service was severely lacking. As a small firm, customer service plays a critical role by ensuring that problems get fixed—fast.

CoachesTown conducted a trial with Apptix and had an incredible experience with the customer support team. “Without a doubt, the best feature of Apptix is their incredible customer service. Every company should try to model their customer service like theirs,” says Mitch Mencis Founder & CEO. “Their staff was polite, friendly, and helpful, and at no time did they get frustrated by our asking too many questions. As we all know, answering the same tech questions over and over again can become taxing, but the Apptix support people are incredibly helpful and do it without hesitation.”

What CoachesTown needed was a “full meal deal.” At one point, their start-up was using six different software solutions to get the job done. Those six have now been consolidated into just one—Apptix.

The Freedom to Focus on Company Growth

Using Apptix's hosted Exchange combined with mobile email, CoachesTown receives top-notch service and customer support, giving them extra time to expand their Website, grow their business, and stay on top of critical customer issues. Apptix services also enable CoachesTown to:

"I am not a hosting expert, nor do I care to be one—or hire one. I am an expert in providing communication to Athletic Directors, coaches, players, their parents, and other group leaders. That is where I want to dedicate my time and energy, and Apptix enables me to do just that—all day, every day."

*-Mitch Mencis,
CoachesTown.com*

- **Always stay in touch with customers.** CoachesTown deals with Athletic Directors (ADs) who spend their days running from one place to the next—they are in a near-constant state of motion. The ADs operate in time chunks of 15 minutes, during which they try to accomplish their most critical tasks. Apptix's reliable mobile email service helps CoachesTown by reliably delivering email to their mobile devices—the minute messages appear in their Outlook inbox.
- **Stop worrying about time and money.** Two resources most precious to a start-up are time and money. Dropped emails means having to spend time "running the bases" to find out what mistakes were made, what information was lost, and how to recover missing data. An untimely server outage means no email—which means lost time and lost money. As these resources tend to be scarce in start-up land, further jeopardizing these resources can be a quick path to failure. For CoachesTown, choosing Apptix ensured that this will not be their future.
- **Work wherever they are—whether in or out of the office.** CoachesTown can't live without Apptix's mobile email, which provides complete and immediate access to any incoming email. Says Mencis, "My customers know that when they extend a hand for help, my company is be there to answer their questions. That capability builds such a positive relationship for any company who wants to have excellent rapport with their customers."

Results

Choosing Apptix for email and mobile service taught CoachesTown about the most important thing regarding hosted services: "Customer service, customer service, customer service—giving excellent help *and* receiving it. Unless your business has a full-time IT crew, you should leave it to the experts—Apptix," says Mencis. "Not only do their support people have outstanding troubleshooting skills, but they also do it in a timely fashion... every single time."

Without the IT concerns surrounding email and mobile connectivity, CoachesTown is free to focus on growing their start-up into a thriving company. As Mencis puts it, "I am not a hosting expert, nor do I care to be one—or hire one. I am an expert in providing communication to Athletic Directors, coaches, players, their parents, and other group leaders. That is where I want to dedicate my time and energy, and Apptix enables me to do just that—all day, every day."

About Apptix

Apptix (OSE: APP) is the industry-leading provider of hosted email, voice, and collaboration services for small and medium-sized businesses, serving nearly 200,000 Exchange business users worldwide. Apptix offers hosted Microsoft Exchange, hosted VoIP, hosted Microsoft SharePoint, mobile messaging, and compliance and archiving, both directly and through its MailStreet subsidiary. Apptix provides the reliability and scalability of big business communications solutions at a small business price, freeing IT staff to focus on improving and innovating within their companies. Apptix is a Microsoft Gold Certified Partner for Hosting and Application Services. The company is headquartered in Herndon, Virginia. For more information, visit www.apptix.com.

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