



### THE CHALLENGE



Colorado State Parks' primary revenue tracking application is called Parks Automated Record Keeping System (PARKS). This web-

based system tracks and records all the financial transactions/revenue (over **\$15 million** each year) from each of the 42 parks in the state. The types of revenue collection include annual passes, daily passes, camping, concessions, and licensing of boats, snowmobiles, and off-road vehicles. The system includes consignment tracking for all annual and daily passes.

The PARKS system also collects data on the approximately **11 million** annual park visitors. Another function is to allow park managers to report on the visitor activities.

Istonish was hired in 2005 under a multi-year contract to address two distinct areas:

1. The technical support and maintenance of PARKS
2. Future enhancements to PARKS and other related projects.

Support and maintenance of PARKS includes:

1. Maintenance programming of the existing code and support of the SQL database.
2. Helpdesk support for the each of the 46 PARK system user sites.
3. Network and PC support at each location.
4. User Training
5. Testing and quality assurance
6. State accounting interface support

Future enhancements include:

1. Internet/Intranet web development
2. Volunteer application integration
3. Point of Sale (Cash register) implementation

4. Credit/Debit card implementation
5. Law Enforcement Citation System implementation
6. Automated fee machine implementation
7. GIS-based support information
8. Additional SQL database design to support any enhancement

Istonish's main challenge was to create a support model that addressed the vast geographical distribution of the state parks. Our challenge was also to improve the customer experience regarding speed and quality of service.

### THE SOLUTION

Technologically speaking, our solution is innovative. Our solution integrates support calls arriving via the telephone and email. Incoming email is managed and tracked in the same fashion as a phone call. This allows identification of callers before the technicians answer the phones.

Our technology allows our technicians to monitor the incoming support requests real-time and identify and manage unexpected surges in call volume or increases in call wait time.

### THE BENEFITS

Feedback from Colorado State Parks indicates that the level of customer service has improved immensely compared to years past. More specifically State Parks have enjoyed:

1. Istonish created a support model that addresses the vast geographical distribution of the state parks
2. Improved customer experience in the speed & quality of service
3. Increase in productivity

*"Since Istonish took over our PARKS application, I've been "astonished" at how well it works. The Help Desk personnel are knowledgeable and professional as well as friendly. I usually receive a call or an e-mail within an hour or two after I've asked for assistance, and if I indicate the matter is urgent, they are usually on the phone within 5 or 10 minutes. Istonish is well worth checking into for your support needs." - Colorado State Parks*