Case Study International Retail Service Desk

PINK

Significantly enhanced customer & technical experiences

Retail Service Desk

This case study shows the improvement of service delivery after the relocation of the service from an internal provider to Pink Elephant. The case study relates to a retail customer with a very large sales force and focus. It represents the significant improvements in technical and customer service experience that Pink Elephant can effect across a diverse customer base when offered the opportunity to apply people and process knowledge.

The organisation is one of the world's largest technology distributors assisting companies such as HP, Apple, Cisco, Microsoft and hundreds of others to bring their products to market, underpinned by a wide range of technical and business support services.

The company certifies, trains and supports its reseller customers, and helps configure, install and finance their purchases.

Customer Benefits

- Implementation of technologies to support an improved service
- 12-month improvement plan
- Best practice benchmarks guidance
- SDI® & ITIL® qualified staff
- Increase in first time fixes
- 24/7 support
- Multilingual remote support

Organisation Profile

Industry:	Technology Distributors
Staff:	5,000+
Daily transactions:	50,000+
Customers:	115,000+

Translating Knowledge into Results

Pink Elephant is an international knowledge leader in the field of business innovation and business change. With advisory and IT services, Pink Elephant draws the best out of its clients, by translating knowledge and creativity of the people in these organisations into tangible results.

Problem

The retail organisation was operating an internal IT Support Service consisting of a multi-lingual team of resources based in Hampshire, United Kingdom.

Pink Elephant were approached to assess the current state of the organisation's internal support services. The general perception across the organisation was that the current service was not offering value in terms of supporting the user community.

Pink Elephant undertook a benchmarking exercise to determine the underlying factors regarding the service using a Pink Elephant best practice benchmark for support services and associated skills, business processes and technologies.

The statistical starting point for the service was as follows:

The service was managing just over 10,000 contacts per month spread primarily across the handling of outstanding issues logged and a further 1,100 telephone contacts.
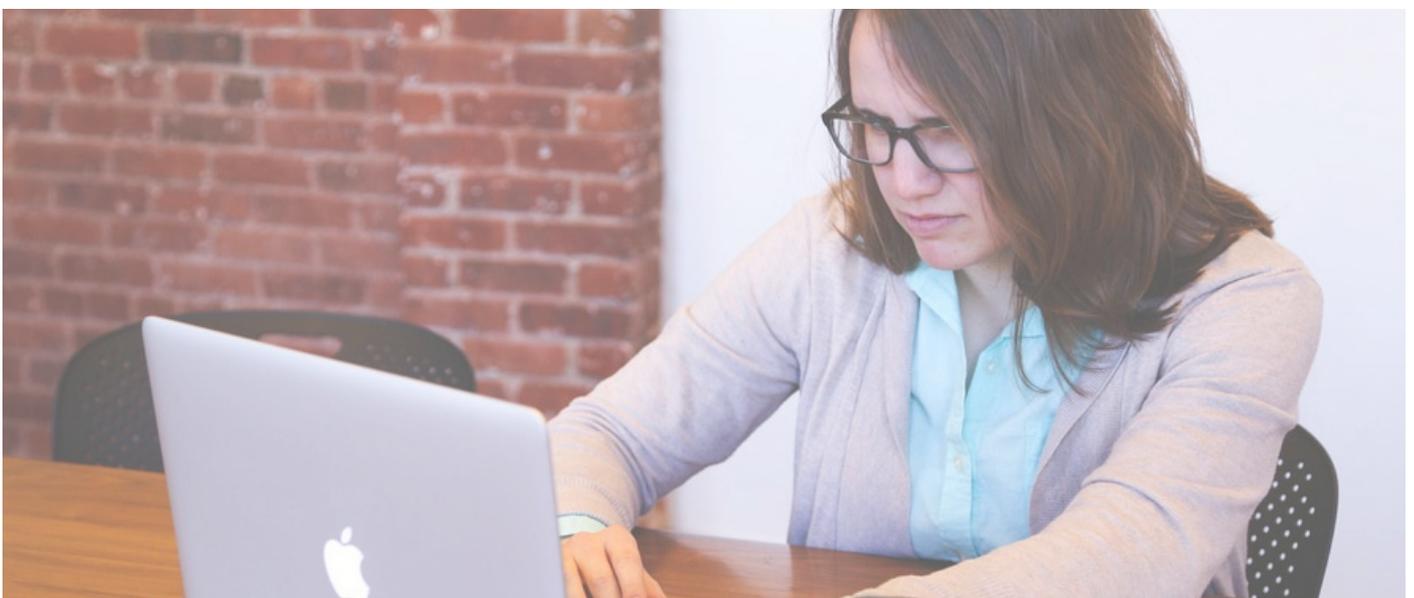
Key Statistics

Results from the initial benchmark include:

Average calls abandoned:	21%
Average issues resolved at first contact:	21%
Issues directed to more than 4 resolver teams:	19%
Outstanding Issues:	1,777

Average time to respond to contacts:

🇬🇧	English	25.56 min
🇩🇪	German	17.07 min
🇫🇷	French	9.34 min
🇳🇱	Dutch	5.43 min
🇪🇸	Spanish	2.43 min

Approach

Upon being awarded the contract, Pink Elephant commenced the development of a 12-month improvement project in order to address the gaps identified by the initial benchmark assessment. In parallel, recruitment of local management and technical resources commenced with a clearly defined mandate of finding resources that had the native language abilities required, the technical skills to resolve customer issues but most importantly, a true customer service orientation to ensure that the end to end customer experience was positive, irrespective of the assistance that could be offered.

The team was on-boarded through an intensive induction in August 2014, where Pink Elephant and the customer's requirements were embedded, followed by a further month of training on the customer's systems in association with their internal stakeholders. In addition to ITIL training, all staff received comprehensive SDI training focused on customer engagement and interaction skills.

From a management perspective, a Service Manager, Team Manager and a number of Team Leaders were sourced for their previous strong service management and service turnaround experience.

The service went live in parallel with the existing internal team on 1 October 2014. The new team was structured to manage the incoming capacity from a holistic perspective as opposed to language silos. A quality assurance function focused on identifying early service gaps and through ongoing training and mentoring interventions addressed.

Pink Elephant installed Bomgar® Enterprise Remote Access technology in order to allow the team to connect and resolve issues as they arose.

The customer's service has to date been operational for 15 months and continues to mature with the upcoming implementation of new service management technology and supporting process functions such as formal problem trending and business intelligence.

The service continues to operate within the "Customer Orientation" phase of the Improvement Project with the analysis and introduction of new technologies that empower the community to interact with the service more effectively.
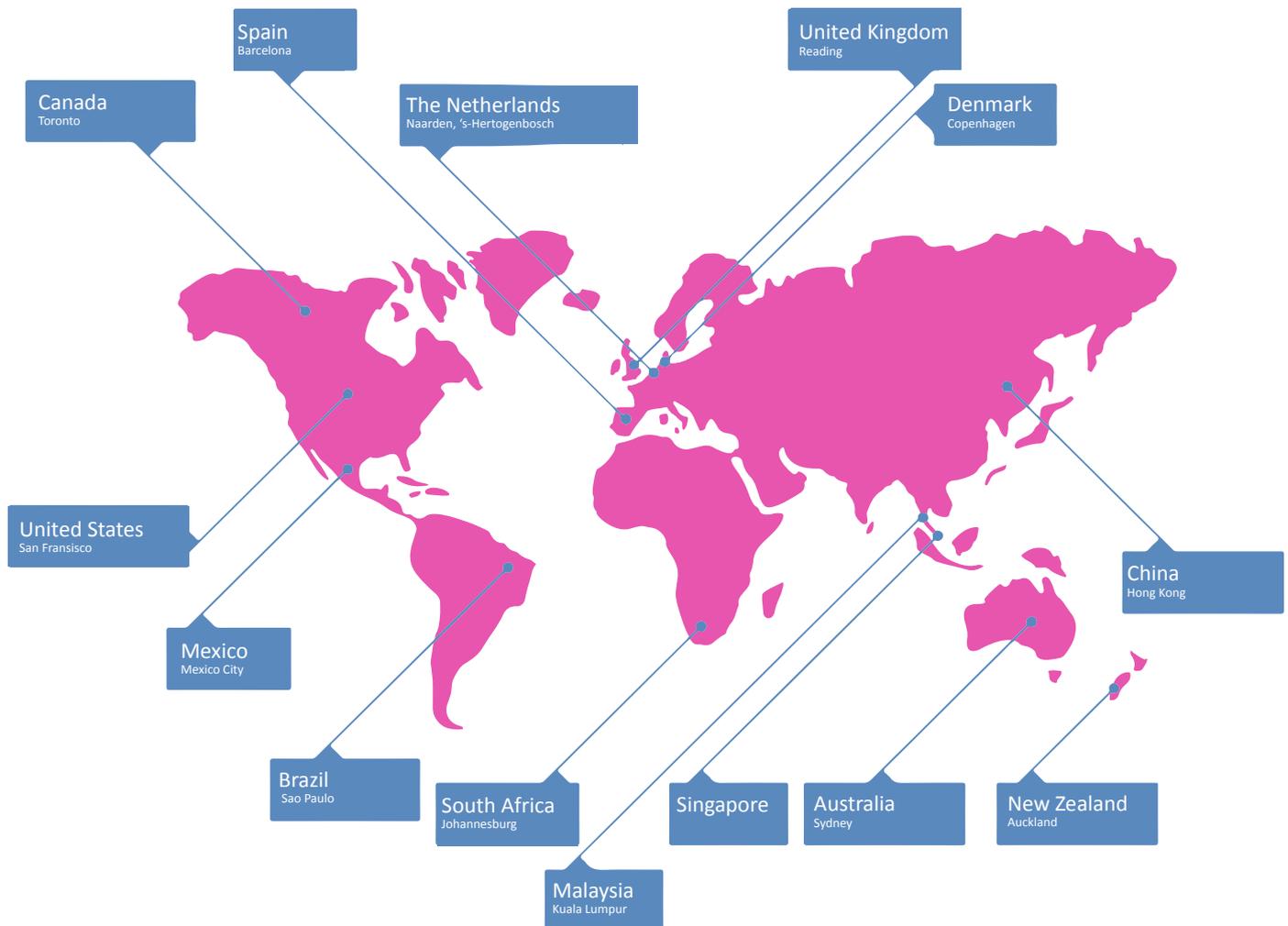
Key Statistics
Customer satisfation has now greatly improved with 85% of users being satisfied / very satisfied. Comparison of the benchmark results also Shows the improvement made:

	Before	Now
Average calls abandoned:	21%	4%
Average issues resolved at first contact:	21%	62%
Issues directed to more than 4 resolver teams:	19%	2%
Outstanding Issues:	1,777	< 90

Average time to respond to contacts compared:

🇬🇧	English	10 sec vs 25.56 min
🇩🇪	German	10 sec vs 17.07 min
🇫🇷	French	8 sec vs 9.34 min
🇳🇱	Dutch	7 sec vs 5.43 min
🇪🇸	Spanish	15 sec vs 2.43 min

Pink Elephant Worldwide

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