

Case Study

International Retail Service Desk

Significantly enhanced customer and 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 experiences 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. It assists 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
- Twelve-month improvement plan
- Best practice benchmarks guidance
- SDI[®] and 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+



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Expect more.
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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 multilingual team based in Hampshire, United Kingdom.

Pink Elephant was approached to assess the current state of this support service, as the general perception across the organisation was that it was not offering value in terms of supporting the user community.

Pink Elephant used a best practice benchmarking exercise to determine the underlying facts regarding the support service. The investigation also covered any 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, primarily handling any outstanding issues logged, plus a further 1,100 telephone contacts.

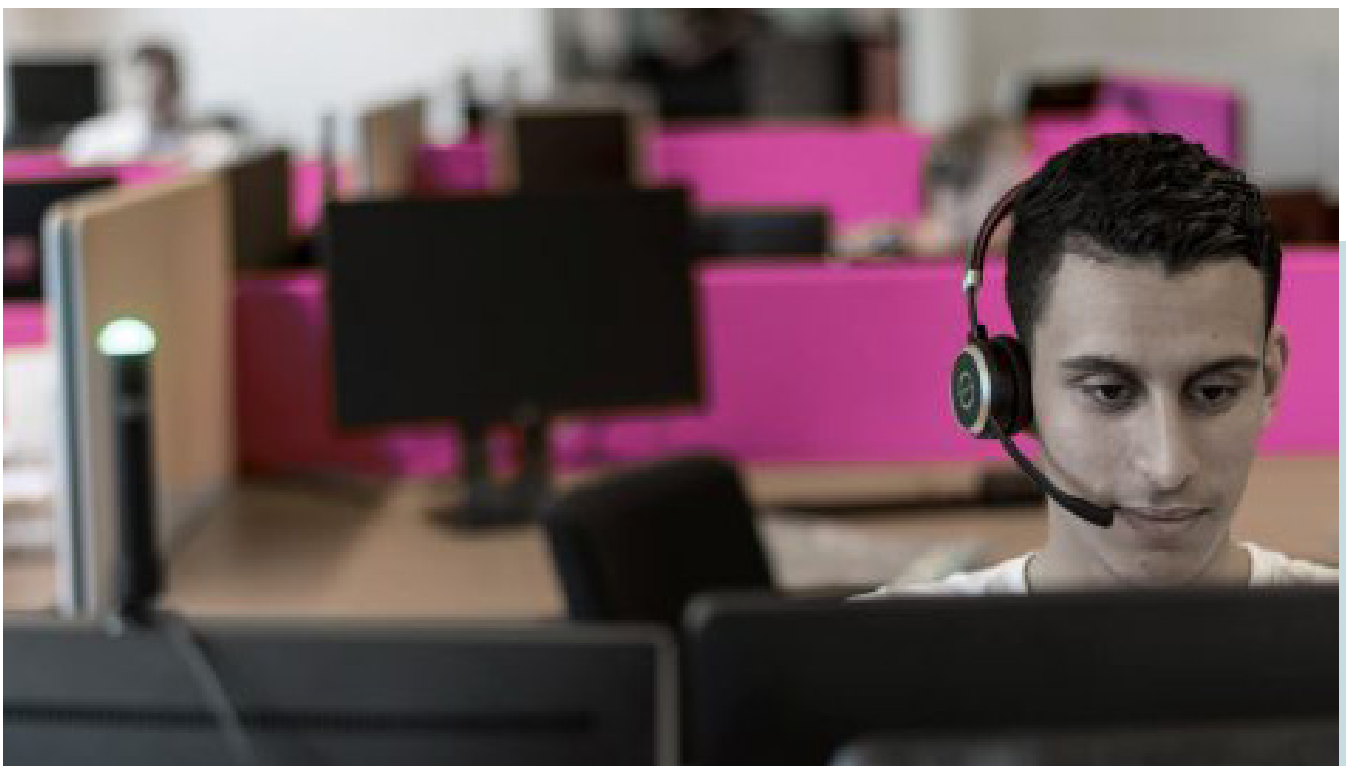
Key Statistics

Results from the initial benchmark assessment include:

Average calls abandoned:	21%
Average issues resolved at first contact:	21%
Issues directed to more than four 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



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Approach

Upon being awarded the contract, Pink Elephant began the development of a 12-month improvement project in order to address the gaps identified by the initial benchmark assessment. At the same time, recruitment of local management and technical staff commenced, with a clearly defined mandate of finding people who had the required native language abilities, the technical skills to resolve customer issues and, most importantly, had the right communication skills to ensure that the end to end customer experience was positive - irrespective of the assistance that could be offered.

The team was onboarded 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, which 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, which was addressed through ongoing training and mentoring interventions.

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 allows the user community to interact with the service more effectively.

Key Statistics

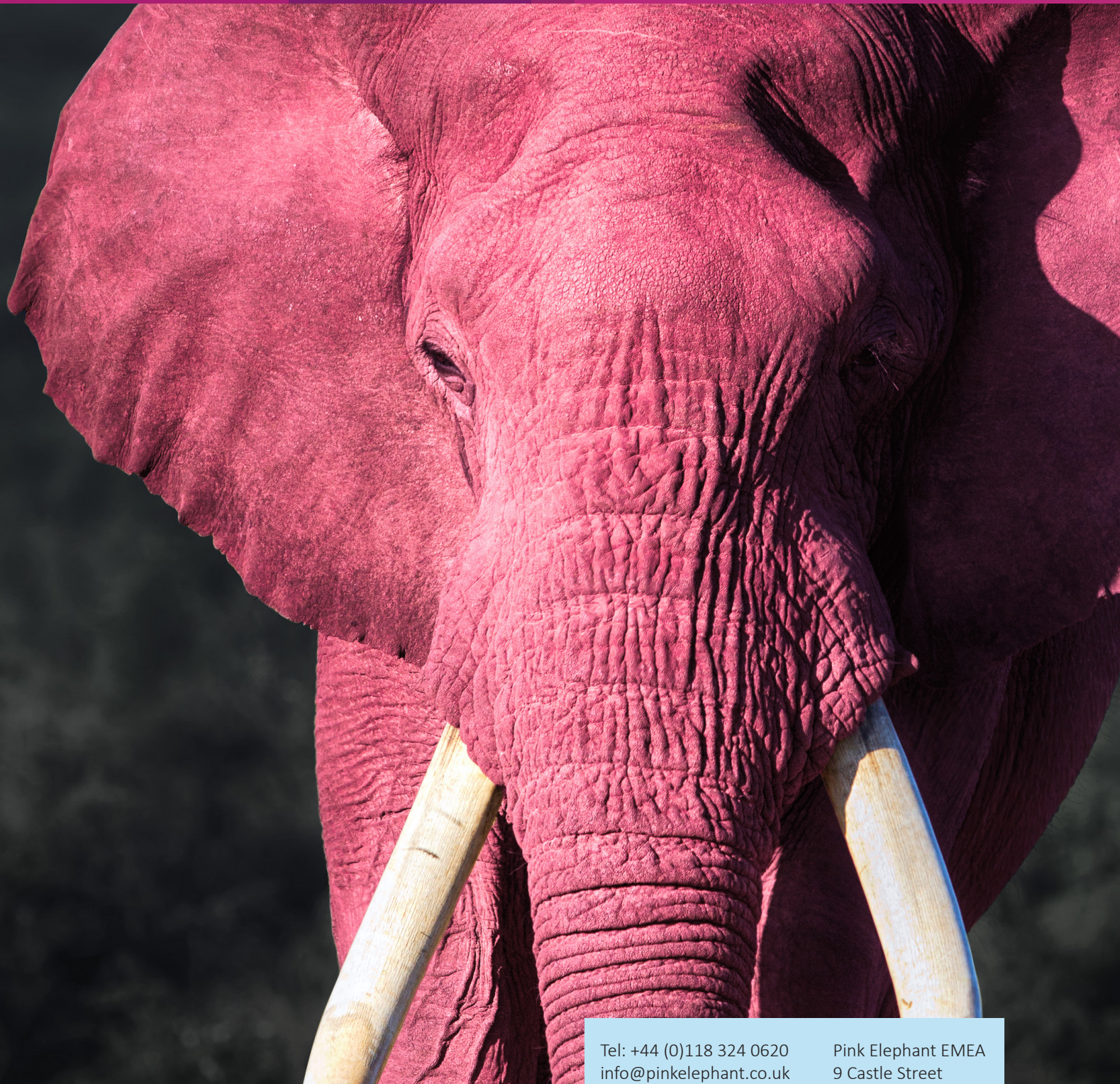
Customer satisfaction has now greatly improved with 85% of users being satisfied / very satisfied. Benchmark assessment results also show the improvement made:

Average calls abandoned:	4%
Average issues resolved at first contact:	62%
Issues directed to more than four resolver teams:	2%
Outstanding issues:	< 90

Average time to respond to contacts:

	English	10 sec
	German	10 sec
	French	8 sec
	Dutch	7 sec
	Spanish	15 sec

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