



## CUSTOMER SUCCESS STORY

### Innovation, Quality Performance, Integrity and Teamwork

*One Touch Direct is a premier call center service company and leader in developing customized direct marketing strategies. They specialize in developing integrated direct response marketing programs supported by state of the art call center services. OTD is based in North America, employs over 2,000 team members and offers call center support in English, French and Spanish.*

IT Service Desk and consumer electronics technical support services are key areas of the OTD business model. OTD provides multi-channel (call, chat, email, web) services to both businesses and consumers in support of a variety of devices, software and connectivity issues.

#### THE CHALLENGE

One Touch Direct specializes in customizing their services based on each client's individual needs. Whether utilizing the clients software solution to provide first and second line technical support, or delivering an IT Service Management solution and support technicians, OTD demands a structure and solution model that is flexible, configurable and cost effective. OTD delivers IT services based on the ITIL methodology. They follow Incident, Request, Problem, Change and Configuration Management principles in the delivery of their services. In addition, Knowledge Management, self-service, reporting and dashboards are key capabilities OTD strives to offer each and every client.

In 2011, one of the largest auto, home, business and specialty line insurance companies chose OTD as their partner in obtaining the right IT Service Management solution and agents to deliver first line support.

The insurance company was using an old version of FrontRange Heat that no longer met their needs. The client required a solution that was

#### BENEFITS

The phased implementation approach made rolling out EasyVista very easy. Phase one of the implementation included Incident, Request, Problem, Event, Change, Knowledge, Reporting and integrations with other solutions. Phase two included Asset Discovery, Strategic request for investment and Order Management and Extended CMDB.

***“The time to production was exceptionally fast. We went from purchase to live in less than two months.”***

***“EasyVista is simple to configure and many of the configurations were done by the end-client after receiving training from EasyVista.”***

ITIL verified, flexible enough to scale as their business grew and still remained a cost-effective option.

When OTD was hired by this prominent insurance company they knew they had to deliver a solution that allowed a seamless support experience. With OTD delivering first-line customer support and the insurance company delivering second and third-line support to their customers, communication had to be unified and consistent.

## THE SOLUTION

OTD evaluated several solutions, ultimately selecting EasyVista as the modern IT Service Management solution that met all of the complex requirements. The availability of a SaaS solution that coupled Incident, Request, Change, Asset, Service Catalog, Configuration Management and Project Management made the choice easy.

OTD and EasyVista have become strategic partners in delivering a consistent service to end-clients interested in a managed service approach to ITSM. “One Touch Direct values innovation, quality performance, integrity and teamwork and the IT Service Management solution partner we choose requires these same values,” said Scott McKinley, VP of Technical Support and Business Development at One Touch Direct.

## KEY FEATURES

- Incident Management
- Problem Management
- Service Catalog
- CMDB
- Asset Management
- Change Management
- Mobility
- Knowledge Management
- Interoperability
- Asset Discovery
- Automated Business Rules
- Software Asset Management
- 100% Web Compliant

## ABOUT EASYVISTA

EasyVista simplifies IT Service Management by making it easy to deliver and easy to use for today’s enterprise. EasyVista’s service management platform was created to help companies automate and personalize service delivery to improve IT efficiency and increase staff productivity. Today, EasyVista helps 1,200 enterprises around the world radically improve service user experience, dramatically simplify and accelerate service creation, and reduce the total cost of IT service delivery. EasyVista serves companies across a variety of industries, including financial services, healthcare, higher education, technology, public sector, retail, manufacturing and more. Headquartered in New York and Paris, EasyVista is a rapidly growing global company backed by leading venture capitalists, and traded as ALEZV:EN.

Learn more at [www.easyvista.com](http://www.easyvista.com)