



Case Study

WORLD CLASS MARINE TRANSPORTATION EQUIPMENT AND LOGISTICS FIRM REBUILDS THEIR HELP DESK SERVICES (AND REPUTATION!)

ENERGY SECTOR

STRUGGLING WITH HELP DESK

The client is a billion-dollar enterprise that provides world class marine transportation equipment and logistics services to the energy and agriculture industry.

Publicly traded on the NYSE, their mission is to provide operational quality for their customers while at all times maintaining an unyielding commitment to safety and the protection of the environment.

BUSINESS CHALLENGE

With a commitment to providing exceptional customer service and support for its next-generation technology, this high-profile firm has an employee and customer base that spans domestic and international markets. While engaged with an offshore help desk organization, management found that staff productivity was hampered by the underwhelming performance of their provider.

To remedy the situation, an executive committee was formed to re-evaluate their current provider, explore alternative options and recommend a solution to improve IT support overall.

With its internal goodwill and reputation for service on the line, the organization considered bringing its help desk operations in house. As they weighed the internal vs. external solution, three primary factors led them to continue with an outsourced solution:

- The costs to staff a help desk 24/7 would be considerably higher than outsourcing.
- An in-house team would require management on a daily basis—valuable time that would limit the team's availability to focus on strategic enterprise initiatives.
- Acquiring, customizing and maintaining the ITIL tool sets needed to support the help desk would require a major capital expense and significant effort.

EXECUTIVE OVERVIEW

CHALLENGE

- Upgrade the service desk and improve overall IT support without compromising quality
- Poor customer services from current vendor
- Cost effective resolution—internal vs. external analysis

SOLUTION

- Outline an onboarding process
- On-site review to learn every type of issue needed to be resolved
- Focus on document expectations and define support processes

RESULTS

- Improved first call resolution rates
- Minimized call abandonment rates
- Introduced Tier 2 support
- Increased global customer satisfaction



The committee concluded that an external solution would be both cost effective and spare valuable management resources. The organization therefore decided to replace their current provider and engage a new help desk provider better suited to deliver the quality of support its staff expected and relied upon.

SOLUTION

Global Help Desk Services (GHDSi) quickly rose to the top of the organization's short list. Several factors stood out: While based in the US, eliminating English language issues, GHDSi also provides foreign language support; they specialize in providing support for complex technology and Tier 2 resolution services; and with help desk services as their singular focus, they bring a well-defined, professional approach that results in exceptional service.

Working closely with the client, they identified two short-term business goals for the relationship: To improve first call resolution rates and to minimize call abandonment rates.

Once the decision was made to move forward, the onboarding process began and, from the start, GHDSi set itself apart. The first step was an on-site deep dive into the services and technology the client provides its staff. GHDSi's team spent significant with in-house technicians learning about the types of issues they would be resolving, with a focus on documenting expectations and defining support processes. With that as a base, they coordinated cross-training for the teams of each organizations, providing the opportunity for the client to ask questions and clarify their own expectations. This comprehensive process—completed before the project went live—ensured that the goals of both teams were fully aligned and the proper structure was in place to maximize the client's success. As the go live date approached, GHDSi was well prepared and ready to hit the ground running.

RESULTS

As fate would have it, GHDSi was put to the test the very first week. The client's entire network went down for several days—a major crisis that had never happened previously. Even when fielding the most frantic customer calls, GHDSi presented a public image for the client that was competent and assured—exactly the way any enterprise would want to be portrayed when an emergency strikes.

Today the crisis has long been resolved, and GHDSi and the client enjoy an exceptionally positive relationship. The overall atmosphere is one of mutual respect, cooperation and open communication.

While the primary engagement remains focused on the initial business goals—improving first call resolution rates and minimizing call abandonment rates—the client has begun working with Global to prepare for introducing Tier 2 support around their Oracle ERP applications.

Truthfully, the communication we receive is what is most critical to the success of our help desk operations. Global Help Desk delivers what they promise



As a result of this highly collaborative, results-oriented approach, customer feedback has been overwhelmingly positive from all areas of the world. This represents a major turnaround in the client's help desk reputation.

The client's Corporate Services Manager stated that "Global Help Desk is definitely working to turn around the perception of our call center, which is a huge accomplishment for us." and added "I like that they stay plugged in with what's going on in our environment and that they try to improve processes wherever they can to take more off our plate. Their proactive approach is very important for us."

The client's Executive Director of IT agrees. "Working with Global Help Desk is like night and day compared to our previous experience. Truthfully, the communication we receive is what is most critical to the success of our help desk operations. Global Help Desk delivers what they promise."

THE GHDSI DIFFERENCE

- Guaranteed Service Levels
- White Label Service
- Blended Level 1 and Level 2 Support, for increased customer satisfaction
- US Agents 24 x 7 x 365.
- Continuous Improvement Process
- Quality Assurance Program
- Comprehensive Reporting
- Category Breakdown Reports
- Customer Satisfaction Ratings
- Monthly Incident Detail Reports
- Service Level Reports
- ACD Reports

FOR MORE INFORMATION ON GLOBAL HELP DESK SERVICES

VISIT OUR WEBSITE AT WWW.GHDSI.COM

OR CALL 800.770.1075 TO SPEAK WITH OUR SALES TEAM