Axios SYSTEMS™

Large UK Online Retailer Adapts *assyst* to Save £3.1 Million

Cost Reduction

£3.1M SAVING

50%

In 18 months:

- £3.1 million saved

- 50% increase in home delivery accuracy, equating to an annual saving of £124,000

- Saved £228,000 with automated customer contact

- Saved over £835,000 with automatic redirect

Customer Satisfaction

20%

Employment engagement score in Your Shout, a popular employee reference website, improved by 20% in 12 months

"We were very pleased with how easy it was to integrate the knowledge tool with our assyst implementation and we noticed the benefits almost instantly."

Change Management Team Leader

The Client

Our client is the UK's largest and most successful online and home shopping company. With annual sales of £2.1 billion, it is a parent company that operates a number of well-known retail brands, each selling products from major suppliers including Sony, Nike and Dyson.

To support the expected growth of online retailing, our client used assyst to develop a highly valuable and efficient infrastructure that no other UK online retailer can rival. From 2005 to 2009, the company transformed and modernised the entire business with the help of *assyst*.

This retailer has been successfully using assyst for over nine years. By leveraging our robust ITSM software, our client was able to integrate the solution quickly and *assyst* upgrades have been seamless.

When *assyst* was first introduced to the business, the process was a straightforward, natural progression for business and IT users. Having used something similar for their IT Incident Management, raising, assigning and resolving issues in assyst was familiar.

The Challenge

"Our highly manual, cumbersome process needed a more efficient, practical solution" Change Management Team Leader

Due to the size of the business, employees often didn't know who to contact for support and felt the issues they did raise seemed to disappear into a black hole.

Like many retail companies, our client's employees are also their customers. Seizing upon this opportunity, our client developed a tailored site where such users could flag incidents, suggest improvements to the experience and find solutions rapidly through a self-service portal. This program, called Customer First Aid, allowed customer-facing issues to be investigated and resolved while engaging employees across the business, improving the end user experience.

Prior to assyst, the Customer First Aid program was a basic process where issues were logged through a clunky Intranet. The administration team then used a manual system, such as spreadsheets, to manage the issues. Business users found the system to be useful, but the high volume of incidents meant that a more sustainable solution was required. The business turned to IT for a more efficient, practical solution to support and grow the system.

Axios
SYSTEMS

Axios Systems plc

Since 1988, Axios Systems has been committed to innovation by providing rapid deployment of IT Service Management (ITSM) software. With teams in 22 locations globally and over 1,000 successful customer SaaS and on-premise deployments, Axios is a worldwide leader in ITSM solutions, with an exclusive focus on ITSM.

Axios's enterprise ITSM software, assyst, is purpose-built, designed to transform IT departments from technology-focused cost centers into profitable business-focused customer service teams. *assyst* adds tangible value to each client's organization by building on the ITIL® framework to help solve their business challenges.

Axios is headquartered in the UK, with offices across Europe, the Americas, Middle East and Asia Pacific.

The Solution

After seeing what assyst could do for their IT department, our client found it was the perfect fit for enhancing their Customer First Aid program. The primary functions of the new system were simple, but effective.

Before the assyst implementation, our client's retail customers with a financial support account received payment plans from the incorrect company brand name. This error prompted a massive amount of unnecessary calls to the helpline. To solve this problem an automated letter is now sent directly to our client's customers, outlining their account details and the brand it relates to – made easy through the *assyst* software.

In addition to this, if a customer attempts to enter their account number on the incorrect site within our clients brand offerings, they are now automatically notified and re-directed to the correct site. This feature further reduces the number of query calls and frees up the support team to deal with second or third line incidents.

Results

Thanks to *assyst*, our client noted tangible financial results. Having initiated more than 500 service improvements across the business, they reported a collective saving of £3.1 million in the first 18 months of implementation.

Changes made to the home delivery service resulted in a 50% decrease in the number of incidents over 18 months, significantly reducing the number of support calls relating to this area. This has represented an annual saving of £124,000. Automation has greatly reduced costs and improved productivity company-wide. The automatic notification and re-direct function produced annual savings of over £835,000. The automated letter function, aimed at explaining account details, has reduced support calls and improved customer satisfaction. Put simply, the cost per enquiry is estimated to be an average of £2.28p, and with approximately 100,000 customers affected, our client saved approximately £228,000 from automating which information is included in a letter through assyst.