



# Streamlining processes; improving user satisfaction

**CSS Corp provides a multilingual helpdesk for 2000+ global users supporting PCs, applications, programs, triaging permissions and accesses.**

With disparate IT systems, accepting instructions in various forms, without a consistent mechanism that binds them together, a leading blood management solutions company needed an experienced partner to streamline their IT support. We brought our proven ability to deliver multilingual support internationally to help our client take control of their technology.

A 20-member shared team offers world-class support in six languages: English, Spanish, Italian, French, German, and Mandarin—with Japanese to be added soon. English language support is delivered 24x7. As a single point of contact, using a consolidated catalog, CSS Corp is able to deliver >85% CSAT, 70% FLR, and <8% abandon rate.

## Business challenges faced

The client's existing customer service management was not to their satisfaction. Several issues of inconsistency and low quality arose from time to time. Various vendors and internal teams (who served various geographies) were creating tickets under disparate tools, making maintenance and resolution complicated. The lack of a consistent process further compounded the problem.

Earlier the service catalog was spread across multiple platforms, often with overlap; one platform has 415+ options listed, while another has 12 and the third 120+. This inconsistency made data capture difficult, and often incorrect too. With no formalized escalation process in place, the support function was close to dysfunctional.

## CSS Corp solution

CSS Corp devised a support strategy that aimed at addressing present concerns as well as preventing loopholes in the future.

**Streamlining of support:** CSS Corp set up a global IT helpdesk on a shared service model to act as the single point of contact for all of the client's end users across the globe, to address or report issues, as the need may be.

**Unified catalog:** Our team took it upon themselves to consolidate the multiple catalogs that were available in various platforms into one master catalog, with the use of ITIL methodologies.

**Follow the sun support:** Email and voice support follows the sun, significantly reducing the duration of ticket resolution and improving responsiveness. In non-regional business hours however, support is delivered only in English.

**Round-the-world support:** Support is available in six different local languages with native or near native proficiencies; with a seventh language is being added soon.

**Escalation mechanism:** Support groups and owners have been added to determine the escalation matrix and requirements of KBs.

**Knowledge management:** A self-service portal helps agents solve common problems immediately by submitting change requests and reporting incidents they encounter.

## Business Outcomes

**Continuance of Business As Usual:** Before accepting handover, CSS Corp became involved with releases and plans by formalizing a helpdesk support acceptance process. This ensured that prior to taking over support of a new or revised solution, the helpdesk team was equipped to fulfil the requirements for providing support.

**Increased user satisfaction:** Dissatisfaction analysis, and reaching out to each user with an unacceptable experience resulted in better overall user satisfaction.

**Cost savings:** A system that frequently monitors, analyses and identifies client incidents has been created to reduce negative impact in the long term.

**First response resolution:** FLR has consistently increased from 68% to 81% from Q1 2013 to Q4 2013, leading to better quality documentation, effective knowledge sharing, minimal client escalations, and reduced end-user follow-ups.

**Abandon rates:** Call Abandon Rates have remained within SLA  $\leq 8\%$  quarter on quarter. Average speed answer has remained within SLA of  $\leq 60$  (no higher than 45 seconds for Q3)

**Periodic review:** Weekly and Monthly review of metrics to meet and exceed client and user expectations.