



**G L O B A L**  
Help Desk Services

# SUCCESS STORY

## World-class Marine Transportation Equipment and Logistics Firm Rebuilds their Help Desk Services (and reputation!)

### 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 on-board 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 and minimizing call abandonment rates.
- Introducing Tier 2 support.
- Overwhelmingly positive feedback from customers all of the world.

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

Publicly traded on the New York Stock Exchange, 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.

#### Corporate Core Values:

- Conservative Accounting and Financial Practices
- Diversity
- Innovation and Technology
- Integrity
- Safety
- Service Excellence
- Teamwork

## Business Challenge

With a commitment to providing exceptional customer service and support for its next-generation technology, this globally known firm has an employee and customer base that spans both U.S. and international markets. Staff productivity was being hampered due to underwhelming performance by an off-shore help desk organization.

An executive commitment was made to upgrade the service desk and improve the overall IT support through re-evaluating their help desk support options.

With its internal goodwill and reputation for service on the line, the organization considered bringing its help desk operations in house. As they assessed an internal vs. external solution, it became clear that three issues supported continuing an outsourced solution:

1. The costs to staff a help desk 24/7 would be considerable.
2. The management team would be forced to spend valuable time managing the help desk on a daily basis, limiting the team's availability to focus on more important strategic enterprise initiatives.
3. Acquiring, customizing and maintaining the ITIL tool sets needed to support the help desk would require a major capital expense and significant effort.

The resulting conclusion was that an internal solution would be too resource intensive to be cost effective. The organization therefore decided to evaluate new help desk providers to find one better suited to deliver the quality of support its staff expected and deserved.

## Solution

Global Help Desk Services (GHDSi) quickly rose to the top of the organization's short list. Several factors stood out: They are based in the U.S., eliminating English language issues, while still offering foreign language support; they specialize in providing support for complex technology and Tier 2 resolution services; and with help desk services as their only service offering, 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 on-boarding process began. And from the start, GHDSi set itself apart. They went on-site for a deep dive into the services and technology the client provides its staff, and spent significant time with the client's 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 both organizations teams, and allowed 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 previously happened. 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 GHDSi remains focused on the business goals initially identified – 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.

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.

"Global Help Desk is definitely working to turn around the perception of our call center, which is a huge accomplishment for us." states the client's Corporate Services Manager. "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."

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[www.ghdsi.com](http://www.ghdsi.com)

800.770.1075

# How Many Help Desk Challenges Are You Facing Today?

- **Service Levels**  
Surprisingly, few organizations have service levels, and the ones that do are used primarily in a contractual sense.
- **Coverage**  
You'd like to expand coverage hours but cannot justify the headcount cost internally.
- **Customer Satisfaction**  
Complaints about availability and resolution.
- **Best Practices & Expert Tools**  
Critical tools, processes and practices are not in place "inspect what you expect".
- **Staff Turnover**  
Frequent hiring and training at the help desk.
- **Multi-Roles**  
Existing help desk staff have non-help desk duties – compromising their productivity and satisfaction standards.
- **Skillset**  
Due to above need for handling multiple roles, help desk specific skills become minimized or are non-existent.
- **Scalability**  
You are growing at a level that is outpacing the ability of the help desk to staff and maintain satisfactory service levels.
- **New Rollout**  
New technology and applications are stressing help desk resources.

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