



Case Study

IMPROVING EFFICIENCY IN HELP DESK OPERATIONS HEALTHCARE

LOOKING BEYOND THE BALANCE SHEET

The financial analysis turned out to be fairly straightforward. An internal cost study made it clear that an outsourced help desk solution would save significant money over the long term. On the other hand, the potential savings in time and resources might bear out, but only if the help desk provider could deliver the level of excellence and commitment to customer satisfaction that the medical center had long built into its in-house operations.

The key, then, was to look for a partner rather than simply the lowest cost vendor. Anything less than a seamless transition, in terms of quality and reliability, would be a tradeoff not worth making.

In assembling its due diligence, the medical center noted several factors suggesting Global Help Desk Services (GHDSi) would be an ideal fit, including:

- GHDSi's previous work with hospitals, which meant that the company would already have familiarity with healthcare regulations and confidentiality issues
- GHDSi's nearby location, which would allow for face-to-face meetings, comfortable proximity and an ability to see how the company worked
- GHDSi's eagerness to dig in and learn the ins and outs of how the pediatric medical center ran its operation, including a willingness to adopt the center's ticketing system for customer issues

Ultimately, GHDSi's day-to-day responsiveness and dedication to service would make or break the potential partnership. Three successful years later, the medical center believes that outsourcing its help desk operations to GHDSi has been a beneficial decision in more ways than one.

The Manager of IT Support Services at the medical center explained, "It's not just a cost savings. Personally overseeing the help desk and making sure it's staffed 24/7 is a major undertaking. So the savings for me include the fact that it allows me to spend more time making sure that our knowledge articles are up to date and making sure that our field support team has the resources they need to do their jobs to the best of their abilities."

EXECUTIVE OVERVIEW

- #1 Nationally Ranked Hospital in Pediatric Specialty (US News)
- 182-bed facility
- Over 6,500 admissions annually

Dollars and cents aren't the only way to measure costs for an organization.

A Connecticut based children's medical center knew this as they assessed whether to outsource their help desk operations. And indeed, their first consideration was their bottom line—but opportunity costs were a close second.

What kind of time and resources were being sacrificed in order to maintain and manage a 24/7 in-house desk?



PROACTIVE COMMUNICATION IS KEY

A linchpin of the ongoing success of the partnership has been the ability and initiative of GHDSi to develop a deep knowledge base of the medical center's operations and systems. This has resulted in a help desk function that delivers a seamless experience for the outside caller, who likely never knows they're speaking with an outsourced provider.

Maintaining that knowledge base and ensuring that customer issues are resolved as efficiently as possible requires open and ongoing communication, an area in which GHDSi shines. For example, in weekly conference calls with the medical center, GHDSi team members will often share experiences and customer interactions in order to help identify opportunities to add new material to the existing knowledge base of articles and resources.

Even beyond these standard calls, GHDSi has proven to be available, willing and ready to step up whenever an issue arises, night or day—something the IT Support Services Manager and his team at the medical center have come to rely on.

They take initiative when they see a trend and alert us, which goes miles in helping to assist our users and ensure they have the resources they need

He noted that “Global Help Desk is really quick to react when we have issues, such as when the phone system is down in one of our branches or someone is having a problem accessing an application. They also take initiative when they see a trend and alert us, which goes miles in helping to assist our users and ensure they have the resources they need. That open communication has helped us to provide a great customer experience.”

This reliability and peace of mind have transformed the partnership between the medical center and GHDSi from valuable to priceless.

In closing the IT Support Services Manager said that he would “definitely” recommend Global Help Desk to a peer... “And I would tell them that they should expect constant, professional, prompt and courteous service—because I haven't seen anything less from them.”

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