

## Case Study – Commercial Sector

**“The HelpLINE system enabled me to measure the effectiveness of our help desk operation with real-time reports”**

Client name	Haymarket Publishing Group Ltd
Type of business	<p>Haymarket is a specialist publishing company operating in many of the world's major markets. Haymarket is the largest private magazine publisher in the United Kingdom, with titles published in 23 languages across almost 100 nations. Haymarket is responsible for more than 100 consumer, professional, business and customer publications. The company has over 5,000 employees working in a number of different departments and locations.</p>
The business challenge they faced	<p>Haymarket's help-desk deals with about 3,000 incidents a month, coming from about 2,000 internal "customers" in all areas of the business. The help-desk mainly deals with IT support for the employees, but it also handles office facilities issues. They needed a system for the accurate logging of incidents. With their previous system, they had no way of reporting on incident trends because they weren't capturing the appropriate information. They also needed to control work-flow processes for installations, etc. They couldn't manage their Service Level Agreements effectively because they weren't collecting the necessary metrics.</p>
The HelpLINE solution	<p>Implementing Haymarket's new Service Desk processes using HelpLINE was straightforward. HelpLINE allowed them to develop their own incident management process, its flexibility allowing them to make ITIL fit their organisation. User data is imported directly from their HR database (Agresso). Some work-flow processes were automated using HelpLINE. Because it's a web interface, installing was easy because there's no need to install on everyone's PC.</p>
Primary HelpLINE functionality utilised	<ul style="list-style-type: none"> <li>- Incident management</li> <li>- Notification</li> <li>- Work-flow</li> <li>- Automated Crystal Reports</li> </ul>
Key benefits	<p>Customised Crystal reports are regularly auto-generated to a web page, accessible to everyone. These reports allow managers to see accurate and up-to-date progress, at a glance. Very flexible reports can be created to show the exact information wanted.</p> <p>The reports allow support managers to pick up on incident trends and act quickly.</p> <p>The IT department can see which parts of the business are generating the most work for the help-desk. This allows them to recharge IT costs effectively to the relevant department.</p> <p>The IT department can identify where particular hardware is failing, and target problem areas for further training, etc.</p> <p>Haymarket now measure the success of their help-desk by customer feedback surveys, response and fix times. As a result, their customers get a much better service because they can now manage and meet their SLAs. This translates into less downtime at all levels of the business.</p>

Comments	<p>“The system enabled me to measure the effectiveness of our help desk operation with real-time reports. I was able to detect trends as they developed and act quickly. HelpLINE boosted the productivity of the team with improved service delivery to our customers across the company - 56% of calls were able to be resolved at the first call stage.</p> <p>Customers are kept up to date with automated e-mail when their incident is logged and again when it is resolved.</p> <p>HelpLINE is a highly flexible product that can be tailored to meet your business’s needs as they develop. The powerful technology enables comprehensive Crystal reports to be auto-generated to a web page for everyone to access.”</p>
Name/function	Paul Janes, IT Support Manager