

VI Service Desk: High Liner Foods Case Study

'Reduced Phone Calls, User Knowledge Base and Powerful Ad Hoc Reporting helps Maximize IT Resources and ROI in first year'



High Liner Foods

High Liner Foods began in 1899 as W.C. Smith & Company, a salt fish operation located in Lunenburg, Nova Scotia. Lunenburg is today the home of High Liner Foods corporate head office (one of the most modern and diversified plants in the world). On December 20, 2007 High Liner Foods acquired the North American marketing and manufacturing business of Fishery Products International; making High Liner Foods North America's largest marketer of prepared frozen seafood products. Products include: Fisher Boy®, FPI®, Mirabel®, Sea Cuisine® and Royal Sea®

The Obstacle to Overcome

With growing demands on High Liner Foods IT department, it was becoming evident that an internally developed Help Desk was no longer able to successfully manage and provide effective service to its end users (employees). Many phone calls would be received with the same type of problem causing -

analysts loss of time, when they could be working on other projects. There was no formal Knowledge Base or Reporting Tools to help High Liner Foods IT Staff and Users effectively reduce calls through user self-service. Being able to better forecast trends and problem areas through reporting was also in great need to justify change based on accurate metrics.

The Case Study Interview with High Liner Foods IT Manager Bett Nielsen

1. In what ways has the VI Service Desk, helped save your IT Help Desk staff time?

- Issues – Knowledge Base Items are now documented better and easy to find
- Tracking User Tickets is quick and accurate
- Finding User/Client number of tickets Closed and Open takes a matter of seconds
- All information: Training Guides, User Knowledge Base, Hardware and Software Assets, Discussion Forums are now centralized in one location

2. How long did it take to receive a return on your investment on a per analyst basis?

- Within 1 year cost savings was realized that surpassed the cost of the VI Service Desk. Analysts now had experienced less redundancy in IT Help Desk related tasks and could spend time on other areas

3. Were there features that you were not aware of or began to use that helped make your staff more productive?

- The ability to send bulletins/news to specific groups or to the entire organization very useful
- Quick Tickets feature provides a way to log and close tickets rapidly while at the same time storing meaningful information for future reporting use

4. Do you feel that the reporting has helped you improve productivity over time to track trends?

- Tracking Assets by Location extremely helpful
- Being able to see the more common problem categories allows IT to properly allocate resources and also help eliminate the root cause of these problems in the future

5. How long did it take to receive user acceptance?

- 90% of Users began utilizing – benefiting from the Service Desk in a matter of a few short months
- Intuitive Interface and helpful information a key catalyst

6. In what ways did the VI Service Desk help improve communication?

- Being able to submit tickets and allow tracking of progress from both the User and Analyst perspective has provided a platform for consistent service (analyst assignment), and clear expectations to the user
- Both Analyst and End User understand their role in the process
- Robust Ad Hoc Reporting Engine important in

7. How much of a factor is the intuitive nature of the VI Service Desk in helping save time?

8. Has call volume been reduced with calls and service requests now being routed/assigned to the correct person?

9. Are there any specific time/performance increase in resolving tickets as compared to your prior solution?

analyzing and diagnosing problem areas that user's may not be aware of

- 95% of the High Liner Staff found the Service Desk easy to use; translating to proper use and acceptance of the Ticketing System
- Assigning the correct resources promotes faster resolution of tickets and therefore less follow up via phone from the user
- Knowledge Base and Reporting has helped minimize redundancies in ticket submittals and therefore reduced phone volume
- The prior system was less flexible. Being able to follow the same process for specific type of issues/requests has made logging tickets much faster (Approximately 50% increase)

Inside the numbers of Reducing Help Desk Costs

❖ Common IT Services can become a Significant Cost over Time

High Liner Foods Return On Investment (ROI) exceeded the cost of the VI Service Desk within 1 year. By implementing the VI Service Desk's - Self Service Portal; call volume and redundant services were reduced significantly. This freed up time for analysts to work on other critical projects to help save additional cost to its business.

According to a recent analyst report, it costs an organization \$25 to \$50 every time a user calls the help desk with a simple problem such as a password reset. An eWeek study puts the cost at \$45 each time a user forgets a password and it has to be reset. Other studies indicate that an average large, decentralized company with four to eight applications spends .83 hours of help desk time per user per year managing passwords, and simple trouble-shooting. For an organization with 10,000 users and an average help desk pay rate of \$15 per hour, this translates into \$124,500 wasted annually in managing passwords and other simple end user services at the Help Desk.

95% of time spent providing this service to end users can be eliminated by providing end users with a Self Service Portal. A place where users can seek out answers and solutions to their problems. If a problem can not be solved by searching the Knowledge Base a ticket can then be submitted for review by an analyst within an agreed completion time. By providing a consistent workflow and self service portal; savings of \$118,275 per year can be realized for organizations with 10,000 users. This is only one small area that cost savings can be made.

❖ Reporting and Consistent Service Increases Employee End User Productivity

Implementing a Service Desk solution that empowers end users to solve their own problems helps save time and increase productivity. If a user/employee saves 30 minutes a week with an average hourly pay scale of \$15 per hour; a savings of \$300 is saved annually for one user. If an organization has 1,000 employees - savings of \$300,000 can be realized in one year. What appear to be small improvements in productivity have a large impact on an organizations' bottom line over the course of a year.

Implementing consistent processes and services for analysts and end users helps generate meaningful data that can be used for valuable reporting. The VI Service Desk's Powerful Ad Hoc Reporting tools help analysts quickly locate key problem areas which further promote cost savings and timely/accurate service.

❖ Evolving with your Organization

The VI Service Desk is designed to evolve as an organization's demands grow. Service Level Agreements, Escalation Rules and Automatic Ticket Assignment Routing can be implemented in a variety of ways to help meet your Help Desk's exact requirements. From a small company of 2 analysts to a global business of 100 analysts the VI Service Desk is ready to meet the challenge.

Feel free to ask us for references to see first hand how the VI Service Desk has helped our customers achieve success – contact@velocityintegrations.com



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