



Perceptis Help Desk Answers

case study

Collaborative Partnership with Perceptis Drives Amazing Results at Fitchburg State College

Fitchburg State College, located in Massachusetts, is a public institution dedicated to integrating high-quality professional programs with strong liberal arts and sciences studies. The college has more than 30 undergraduate programs and 22 master's degree programs, and 7,000 full and part-time students.

Client Challenge

Like many institutions today, Fitchburg State dealt with the issues of significant budget cuts and limited staff resources, coupled with an increase in technology demands and the need to expand help desk support services to their students, faculty, staff and alumni.

Fitchburg decided to outsource their college help desk support. Unfortunately, the results were not satisfactory. The previous vendor didn't offer timely service and often delivered incorrect information, which made users develop "workarounds" to get necessary help rather than use the provided workflow.

Fitchburg realized they needed a customized support model that understood and enhanced the way they operated. First call resolution had to be higher so that the calls did not return to the Fitchburg Tier 2 support groups, taking them away from their core responsibilities. And service levels had to be improved so that end users had the confidence that they would actually receive the help they needed quickly.

The college was looking for ways to improve efficiencies and reduce costs, and with a new CIO on-board, now turned to Perceptis to be their strategic partner and provider for their college help desk support.

Steve Swartz, new CIO, said, "I had looked at several different help desk vendors and determined that not only was Perceptis the best, but they used their experience with other campuses and their knowledge about how we operated to simplify and enhance our offerings—customer complaints were immediately reduced the day we went live."

Our Solution

Perceptis built a reputation of providing great customer experiences, rich data metrics, cost predictability and truly collaborative client partnerships. Fitchburg felt that by engaging Perceptis to provide Tier 1 help desk support, their personnel could focus more on major projects and supporting learning initiatives rather than getting bogged down in daily operations. The faculty and students loved the responsiveness and 24/7 support provided by Perceptis, enabling them to get help when they needed it, wherever they were.

Fitchburg State College

Education

CHALLENGE

Expand support, free-up staff, and improve efficiencies of the college help desk, increasing customer satisfaction.

SOLUTION

Perceptis unified service center. A collaborative model of shared services, customization and the collection of key data that drives process improvement and creates great customer experiences.

RESULTS

- Increased customer satisfaction from 1.5 to 4.2 on a scale of 5
- Improved first call resolution from 15% to 70%
- Decreased average speed to answer from over 2 minutes to less than 30 seconds
- Expanded coverage to 24/7 support for a fraction of what it costs in-house
- Redirected staff resources to high-touch support services for faculty

Perceptis' help desk support model for outsourcing is about managing the function with a trusted partner who becomes part of the staff, not just a vendor. It is built on a clear vision of shared service and collaboration, customization, and collecting key data and metrics to drive root cause analysis, eliminate recurring problems and improve business processes.

"Perceptis continually gives and elicits feedback on how we can provide better service to our customers," says Swartz. "My biggest challenge upon arriving was improving customer service and changing perceptions about the value IT can provide. Perceptis has been key to our revival."

Perceptis' implementation team, in conjunction with Fitchburg subject experts, created a rich knowledge base tailored specifically to Fitchburg and included customized information and answers on everything from their Blackboard LMS and Banner ERP to general IT and desktop requests. This led to improved knowledge management and an increase in first call resolution.

In order to further improve the customer experience, Perceptis provided end users with several different methods of communication: self-help (Perceptis' SmartiPantz® tool), phone, email, chat and web submission, allowing them to communicate in a way that is easiest and most comfortable for them.

Perceptis also utilized their business intelligence tool, AnalysIS®. The AnalysIS dashboard gave Fitchburg staff daily reporting and weekly trends on incident volume, average speed to answer, negative abandonment, first call resolution and customer satisfaction. The AnalysIS tool allowed Fitchburg total transparency throughout the support process. The ability to capture valuable data and to provide visibility allowed for true end-to-end service management and accountability not just with the Tier 1 service provider but internal Tier 2 support teams as well.

Perceptis analyzed the rich data they captured from the help desk contacts to understand top issues that end users needed help with and to identify where changes needed to be made. Collaborating with Fitchburg, Perceptis was able to discover the root cause of the issue, provide solutions to improve the process and eliminate the issue. Ultimately creating a happier end user.

The Results

Within 60 days of going live, Perceptis and Fitchburg were able to achieve these results:

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- Decreased average speed to answer from 2 minutes to less than 30 seconds
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"With Perceptis, we've been able to significantly improve the service perception of our department while making great progress on several large-scale projects—all without adding additional staff," said Swartz. "Customer support has gone from almost non-existent to a true strength of the department because of our partnership with Perceptis. We believe our great customer service provides Fitchburg State a competitive advantage over other area schools."

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Steve Swartz
CIO, Fitchburg State College

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