



## BUILDING AN AGILE SERVICE DESK – LIVE ENTERPRISE FOR A WELLNESS PRODUCTS FIRM

### Abstract

Roger Steffens, the Global Service Desk Manager at an American wellness products firm needed his teams to be more agile in servicing the critical IT issues of employees and product distributors. With Infosys BPM's Live Enterprise approach, the service desk today is in the pink of health and extremely agile, with a resolution rate of 99%, while also saving \$2.8 Mn.

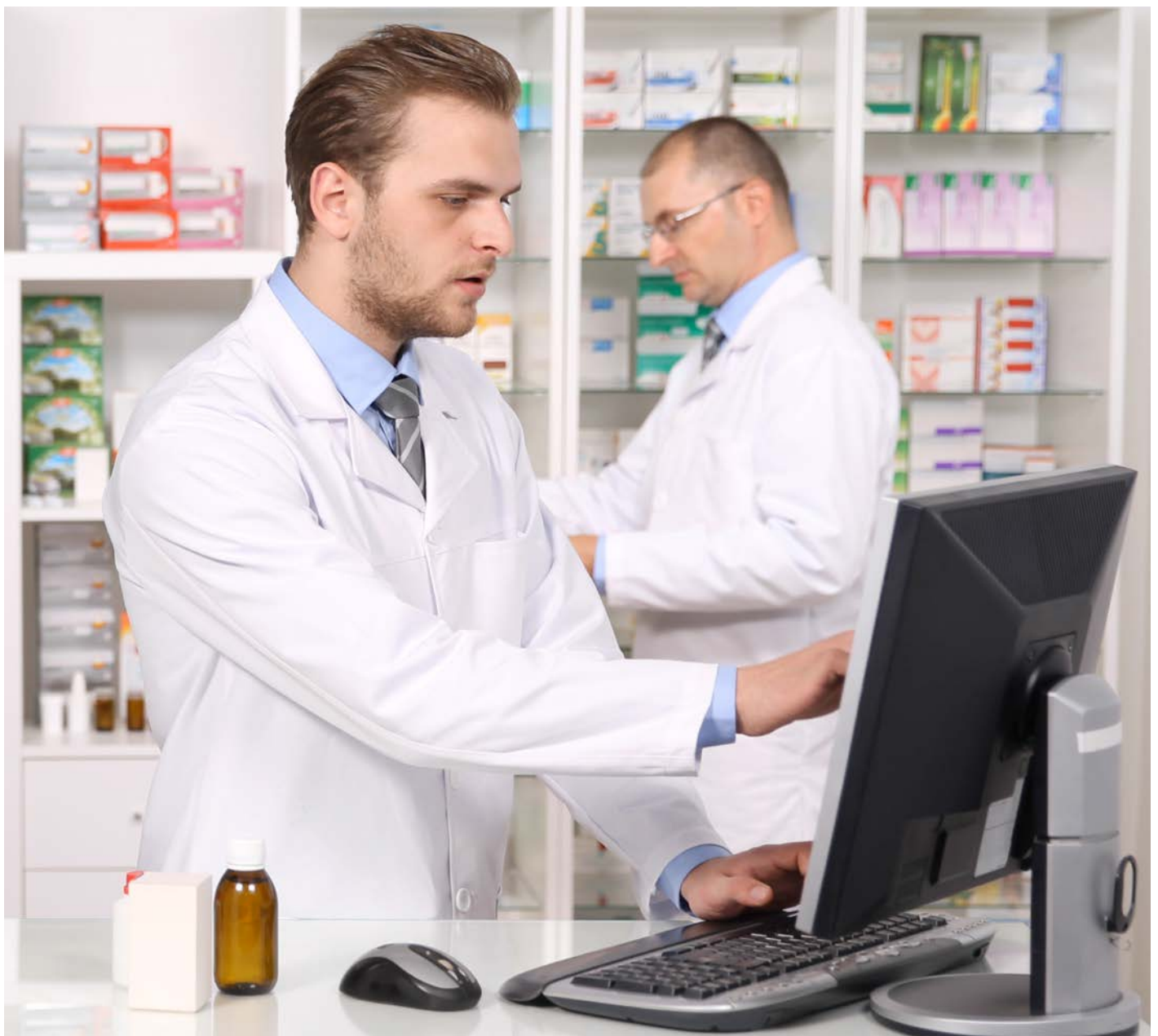
## The need for a dose of agility

Roger Steffens is the Global Service Desk Manager at a multinational beauty and wellness products company operating in over 50 markets across the Americas, Asia, Europe, Africa and the Pacific, through a network of over 60,000 independent distributors. Roger's IT service desk is the single point of contact for employees and distributors to resolve their technical issues quickly and is thus critical for the company's growth.

However, most of the desk's service level

metrics were in the red. The teams were not able to resolve tickets within their stipulated deadlines and as an outcome, user experience was suffering. For instance, the resolution time for priority 3 incidents was a high 12 hours as against a defined target of 10 hours, and the ticket resolution rate was also low at 97%. The service desk's lack of ability to meet its targets was undoubtedly causing productivity loss and frustration among the company's employees, and affecting their day-to-day work.

Since Roger was responsible to ensure that the service desk resolved tickets in an agile manner and managed the user experience well, he was worried with the situation and knew that he needed help. He then decided to partner with an expert service provider. After a global RFP, due diligence, and extensive consultations, he finalised on Infosys BPM based on its robust experience of running customer service and technology helpdesk operations for their clients.





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## Agile organisation

For organisations on the digital transformation journey, agility is key in responding to a rapidly changing technology and business landscape. Now more than ever, it is crucial to deliver and exceed on organisational expectations with a robust digital mindset backed by innovation. Enabling businesses to sense, learn, respond, and evolve like a living organism, will be imperative for business excellence going forward. A comprehensive, yet modular suite of services is doing exactly that. Equipping organisations with intuitive decision-making automatically at scale, actionable insights based on real-time solutions, anytime/anywhere experience, and in-depth data visibility across functions leading to hyper-productivity, Live Enterprise is building connected organisations that are innovating collaboratively for the future.

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## A prescription for success

The scope of the contract Roger's organisation signed with Infosys BPM involved managing the L1 service desk operations for a period of five years. Once Infosys BPM came on board, Roger was introduced to Jim Taylor and his team of transformation consultants who proposed to first undertake a root cause analysis of the service desk processes. Once complete, the analysis unearthed several issues.

Firstly, the tickets raised in the service desk were being allocated manually by subject

matter experts to available agents, which consumed a lot of effort and time. Next, the desk had no established processes for knowledge management with the result that several knowledge articles were missing and many had not been updated in a long time. Also, due to the geographical location of the service desk team, its agents worked in shifts that were not aligned with the work timings of the company's other employees.

Due to these reasons, the agents were

unable to handle the peak volumes of tickets that came in during regular work hours. Moreover, once the tickets were completed, users too were usually unavailable to confirm whether their issues were resolved to satisfaction, and in case any issues remained they could only be addressed in the next shift. Lastly, the service desk had no controls at all in place to track whether the service desk agents were adhering to defined processes while resolving their tickets.

## Approach summary



Jim reported his findings to Roger and discussed a plan for making the service desk more agile using Infosys BPM's Live Enterprise approach. Once Roger signed off on the plan, Jim and his team set about developing an automated ticket allocation tool which utilised a Kanban visual task board for ticket monitoring and prioritisation. The tool reduced the time taken for ticket allocation from 15 minutes to just 2 minutes, saving the time and effort of subject matter experts. The team also used Power BI to implement analytics

for the service desk operations, with the resulting insights aiding with decision-making and tracking process compliance.

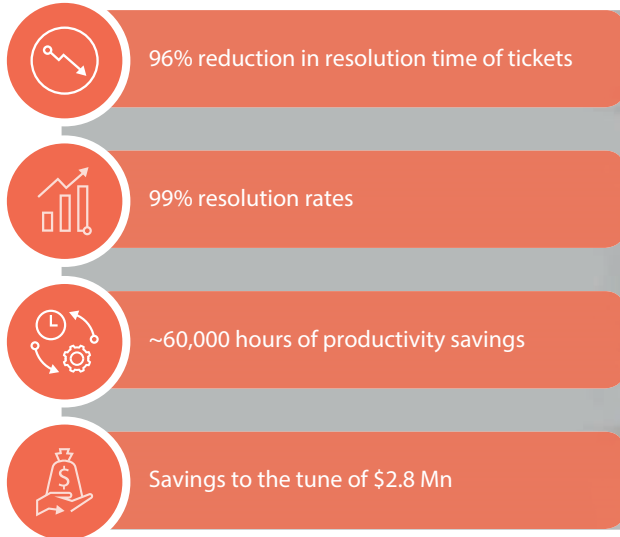
In order to avoid contacting the users outside business hours, Roger and Jim studied and synchronised the service desk shifts. This further ensured that no tickets would be left unattended. They worked closely to institute best-in-class knowledge management processes for the team to capture their key learnings and reduce the resolution time for similar issues. To

improve agility even more, they made several changes to the legacy technology systems, such as moving from Amazon Web Services (AWS) to a Genesys solution for managing phone calls, and from JIRA to ServiceNow for the ticketing portal.

## Achieving wellness

Infosys BPM's Live Enterprise approach transformed Roger's service desk, making it rapid, responsive, and agile. With teams primarily based out of the Philippines, the desk started acting as a single point of contact and the first line of IT support to global users in two languages - English and Mandarin. It enabled the users to access the service desk through multiple channels – phone, chat, and self-service portals.

### Key benefits



These days when Roger reviews his quarterly numbers, he's a much happier person. Jim's recommendations and solutions have greatly helped reduce the service desk's overall metrics for resolution. For instance, Priority 3 and Priority 4

incidents could be resolved within just 30 minutes compared to 12 hours earlier, and that too with a 99% resolution rate. Overall, the agile service desk has delivered ~60,000 hours worth of productivity savings to the company – a total of over \$

2.8 Mn in benefits. And that's how Infosys BPM helped a wellness product firm with an extremely agile service desk, which enabled significantly healthier outcomes

*\*Names have been altered to preserve the identities of the people involved.*

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