

Hornbill's Supportworks is Top of House of Fraser's Shopping List



HOUSE OF FRASER

www.houseoffraser.co.uk



Founded with Frasers, Glasgow in 1849, House of Fraser is now Britain's leading retailer of designer brands including Armani, French Connection and Moschino. The company now has 52 stores that stock a range of household wares, home furnishings, women's, men's and children's clothing, furniture and electronics.

Ensuring First Class Customer Service

In total the company has over 20,000 staff. This includes full time, part time and concession and seasonal staff. House of Fraser relies on efficient IT and business systems to keep its stores well stocked and the latest season's items accurately priced and available. Customer service is vital in the retail market, and to ensure its staff can service customers effectively with access to the right information, House of Fraser has invested considerably in technology.

With so many potential internal users on the systems, the company relies upon its support staff to keep the business running like clockwork. It has a total of four help desks - supporting both the IT infrastructure and the business systems. To ensure that all internal requests to the helpdesks are handled and logged effectively, House of Fraser has recently implemented Hornbill's service management solution, Supportworks.

Supportworks Meets the Criteria

Prior to selecting Supportworks, House of Fraser had an existing helpdesk product in place, but felt that it had reached a point where it could not be developed any further to meet the growing business requirements.

"We were unhappy with two key aspects of our existing product - both the functionality and support. As a company we were faced with investing more in development or looking outside at alternatives," explained Adrian Crisp, User Services Manager at House of Fraser.

"We chose to look at the marketplace and presented our requirements and outlined our future plans to a number of external companies."

House of Fraser was particularly impressed with Hornbill's Supportworks product functionality. One of the key reasons for selecting the system was its ability to be configured to run separate helpdesk solutions to support different areas of the business, and its Windows-type look and feel. House of Fraser had also received feedback that Hornbill provided good, consistent service and support.

Increasing Customer Satisfaction

Since implementing Supportworks, House of Fraser has over 140 support staff using the solution. 21 are full time users, support analysts who log all calls and

Business Benefits:

- Transparency of enquiry management.
- Improved customer service through effective routing of enquires by trained frontline staff.
- Integration with HR database enables support staff to identify caller's department, location and job role, improving customer service
- Partitioning of Supportworks database enables support staff to have faster access to relevant caller data
- Multiple deployments of Supportworks in a range of configurations enables one platform to support all areas of the business
- Use of Supportworks enables House of Fraser to centralise enquiry management freeing-up business functions to focus on their core role.

"The product has fulfilled our requirements on functionality and there are still elements we haven't explored."

Adrian Crisp
User Services Manager
House of Fraser

resolve 90% of them first time. The remaining 119 support staff log in as required. The further 10% of calls not resolved by first line are passed onto the second line support. Those that cannot be handled in-house may then be passed on for resolution to business partners who provide both business and IT service support to the company and these instances are tracked using the Supportworks package.

"Our potential customer base comprises all House of Fraser staff who are internal users of IT and business system users," said Crisp. "In reality the number that might phone is probably several hundred, but we log calls against every individual. We have actually loaded all of the relevant information about staff from our HR system, which means when someone does call we know exactly who they are, which store they work in and their title and position. This has really helped to increase customer satisfaction."

There are also plans to update Supportworks with information on each user and the systems that they are able to access internally, further profiling them when they log a call. In addition to the internal customer, the IT team has populated the database with details of over 10,000 suppliers.

Providing Support Across the Business

The four support desks have distinct roles within the company. There is one desk providing purely IT support, one desk providing both IT and business support for a combination of internal and external users of IT services supplied by the company and two desks that primarily support specific business processes within the group.

The two IT help desks supporting the IT hardware infrastructure, deal with any query - from broken printers to when communication links are down. They also support issues with applications used by House of Fraser - for example, using Microsoft Office, stock ordering and management information reporting systems.

The business facing support desks log and manage all calls relating to the supply chain. They log 1-2,000 calls per month on any business issue - handling warehouse operations with calls from stores on lorry deliveries, stock availability and promotional orders due for delivery and status.

Making Business Processes More Effective

House of Fraser has also taken the opportunity to streamline calls from the 50 nationwide stores to the central buying group. Any information from an ordering viewpoint, such as availability, special offers and pricing are now all be handled through a central business support desk, rather than disturb the business functions or buying office.

To enable each of the support teams to have access to the correct data, Supportworks has been configured with partitions using separate data dictionaries. Since the two IT desks work in the same environment, there are four distinct data views required of the system.

Performance and Service Rank Highly

House of Fraser is delighted with the success of the implementation and the ongoing support that Hornbill has provided. "The product has fulfilled our requirements on functionality and there are still elements we haven't explored," said Crisp. "Hornbill's support is very good - they have excellent in-depth knowledge of the product and their support desk is helpful and responsive."

Crisp is most impressed with Supportworks' performance across the company's wide area network, one of the initial key selection criteria. "Hornbill claimed that Supportworks worked well over WAN - even on our slow links like our warehouse operation, it performs well. Most of the users on remote desks are very pleased with the performance."

"We have logged 50,000 calls since implementation a year ago, which is excellent. Supportworks has enabled us to manage those calls effectively. The next step is to move to web self-service - that will really take our customer service to the next level," concluded Crisp.



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