

ASPIRE Academy for Sports Excellence in Qatar excels in service delivery using Hornbill's Supportworks ITSM



Flagship sports and educational institution in Arabian Gulf invests in state of the art service desk software as it competes on global scale

ASPIRE Academy for Sports Excellence is located in Doha, the capital of the state of Qatar, in the heart of the Arabian Gulf. The wish of ASPIRE Academy's founder HH Sheikh Jassim Bin Hamad Al -Thani, was to create a world-class sports and educational institution which is able to develop elite champions who are highly educated leaders.

The Academy's mission is to establish ASPIRE as an Elite Sports Institute developing Exceptional Athletes. Top European clubs' youth academies are invited to Doha by the academy to play 'friendly' games against ASPIRE football teams, and ASPIRE student-athletes travel all over the world for training camps, in winter and summer, that include competitions in the world's most respected junior programs.

The organisation has set high standards for its people, processes and infrastructure to achieve its objectives of operating at a world class level. Since its inception in 2004, it has grown rapidly and is now starting to operate internationally.

A single point of contact for service

The rapid growth of the organisation was a catalyst for the service functions to invest in new help desk software, to provide a customer focused and single, streamlined support administration and IT service management to its 480 staff and students.

"As an organisation, we want to operate on a world class level and so it was important that our back-office services can support our business objectives. Hornbill's solution has helped us to achieve our goal to create a corporate service desk that provides a single point of contact for all staff and student support services", said Ahmed Sharifai, Senior IT Services Officer at ASPIRE.

ASPIRE selected Hornbill's Supportworks ITSM service management software to support its goal in providing a single point of contact for any enquiry to the separate business functions. In just three years the IT department has grown from 6 people to over 30, all of whom now use Supportworks ITSM customer service software to manage service requests.

Business Benefits:

- Improved customer service and satisfaction through more efficient call handling and single point of contact
- Improved teamwork and communication has led to faster turnaround of requests
- Increased efficiencies in service desk has meant increased productivity
- Data collated in management reports supports better decision making for the business
- Improved management has enabled service provision to be more proactive

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Ahmed Sharifai,
Senior IT Services Officer,
ASPIRE.

“Increasingly we found that our processes were preventing us from accurately measuring the quality or performance of our service from our IT help desk. We were not matching customers’ needs and the lack of clear communication on tracking and monitoring services was resulting in a poor service,” explained Sharifai.

“In addition, we lacked management information to support our decision making, which meant that we couldn’t support or keep pace with change that we need to in order to be a global player.”

ITIL best practice results in more efficient working

Following a review of service management software solutions, the IT Team selected Hornbill’s Supportworks ITSM for its compatibility with ITIL best practice combined with the benefits to be gained from consolidating support for diverse business functions on the same service desk software platform.

“We chose Hornbill’s Supportworks ITSM tech support software as it combines the business and technology focus that we required. As existing users of Supportworks helpdesk software prior to adopting ITIL, it was also a straightforward upgrade path for us,” said Sharifai.

Using Supportworks ITSM for Incident, Change and Problem management has enabled the IT team to improve efficiencies. The ability to monitor and report on all aspects of its service provision has resulted in faster problem resolution.

“Using customer service software helps us to provide a single point of contact for users for all requests. By assigning ownership to requests and monitoring and tracking their process we have been able to ensure that they are fulfilled,” said Sharifai.

Automated workflow processes in the help desk application has reduced the need for manual tracking, which in turn has enabled the IT and the other services team to deal with enquiries efficiently and improve services to users. The web self service function has also enabled users to log service requests and submit queries, which are then automatically sent through to the relevant service team.

“Supportworks ITSM has reduced the workload by ensuring that calls are routed to the correct personnel within each function. The knowledgebase has allowed us to easily share information and we have populated our configuration management database (CMDB) with up to date information, which gives us more control of the infrastructure and enables us to resolve issues much faster,” continued Sharifai.

Supportworks ITSM is also linked to the asset management system, which means that the team is able to relate incidents and change programmes to assets and services, so managing them more efficiently.

Measuring Key Performance Indicators to support the business

The reporting function within Supportworks ITSM has been invaluable for providing weekly and monthly tailored reports for the management. Service Level Agreements (SLAs) have been established between the business and service functions that the departments are able to measure and report against.

The IT team has tailored the system so that the dashboards enable each service function to measure its performance against the agreed business Key Performance Indicators (KPIs). Department managers can analyse the results, identify trends, and escalate problems if required.

Improved efficiencies reduce operational costs

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“The business benefits have not only made us more efficient, we are more productive overall. The management reports have enabled us to become more proactive in our service delivery, which in turn has greatly improved our service. There is no doubt that Supportworks ITSM help desk software plays a significant part in our ability to meet our business objectives.”



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