

# Knight Frank's global IT service desk hits 97% call response target with Hornbill's Supportworks ITSM



## Leading independent residential and commercial property consultancy reaps efficiencies from ITIL compatible service management software, using self-service to maximise resources and enhance customer satisfaction

Knight Frank LLP is headquartered in London, and together with the company's New York based partner Newmark, operates from 207 offices in 43 countries.

More than 6,340 professionals worldwide handle almost £594 billion worth of commercial, agricultural and residential real estate annually. To maintain its international network of operations, the company relies upon IT systems and communications.

The company's IT department has recently invested in Hornbill's Supportworks ITSM to support over 1,700 staff based at offices in the UK, Ireland and Germany, with the intention to roll it out to all overseas operations as they migrate onto the firm's new virtual private network.

### Meeting the challenges of global expansion

As the company has expanded across offices worldwide, there has been a requirement to share information. Knight Frank successfully implemented a virtual private network and a web content management system that all offices could access, as well as providing a single global property searching interface for clients.

While improving the efficiencies of the global network, the new systems brought with them support challenges. The UK IT service desk wanted to find a way to manage calls for any customer worldwide, yet still enable overseas IT teams to manage local issues. The team prepared a business case for a fully ITIL compatible service management tool, which also offered a self-service solution.

### Increasing staff productivity and improving customer service

"Our business case identified that we wanted to increase our staff productivity and reduce their administration burden, but still provide the same high levels of customer responsiveness," said Phil Hurcom, IT Problem Manager at Knight Frank LLP.

Following a full review of the marketplace, Knight Frank selected Hornbill's Supportworks ITSM over ten competitive vendor products.

"We chose Hornbill's Supportworks for its simplicity and flexibility, as well as its support of our ITIL processes. It was easily integrated with our existing systems and offered excellent value for money," said Hurcom.

### Self-service reduces calls to service desk by 50%

The introduction of the self-service interface, based on Hornbill's Customer SelfService portal, has been particularly successful. Since its launch, over 75% of all new incidents and change requests are now logged via the portal and 97% are responded to within a five minute target.

#### Business Benefits:

- Automated processes reduce administration burden on service desk enabling it to provide a more responsive and proactive customer service
- Self-service portal releases service desk to prioritise calls and reduces call times and costs
- Central database of calls logged enables common problems to be identified for proactive Change Management within an ITIL framework
- Streamlined management and efficiency of service desk has improved staff morale and enables the team to achieve more
- Accurate reports provide senior management with overview of global IT issues managed by the service desk
- Success of IT service desk has created a multiple desk environment with support for marketing, accounts and facilities departments.

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Phil Hurcom,  
IT Problem Manager,  
Knight Frank LLP

“Despite an initial resistance to change, we have found that people actually prefer logging calls via the self-service portal,” explained Hurcom. “Our customer survey gave overwhelmingly positive feedback. Users have found that the response is faster than waiting for a call back from the service desk team. The calls the service desk now receive generally relate to following up on enquiries logged via the portal.”

For the IT service desk there have been considerable benefits. By tracking all calls logged, analysts are able to identify problems and prioritise accordingly, rather than reacting to the call as it comes in. Calls are assessed against an ‘urgency and impact’ matrix to prioritise them. This has enabled more effective working and increased customer satisfaction.

“We have been delighted with the way that self-service has been adopted by users. We intend to continue promoting the service and to roll it out internationally. We have set our sights on 85% of tickets being raised through the system. Unexpected benefits have been the positive impact self-service has had on the morale of our IT staff - they do not feel so pressurised and feel that they are able to get more done,” says Hurcom.

As well as the UK, Ireland, Italy and Germany, the UK service desk is managing calls for the other European offices, with no increased headcount. The more efficient service allows Knight Frank employees to remain focused on core fee-earning activities, instead of wasting time chasing up service calls, as they now have instant visibility of their status through the self-service portal.

“We focus on delivering solutions and keeping employees productive, not logging calls now that we have a way to prioritise work,” said Hurcom.

#### Implementing change management through an ITIL framework

The IT team has been able to start building up a central repository for asset data, to create a Configuration Management database (CMDB), instead of recording the information on multiple spreadsheets.

“We are starting to capture much more data on our IT systems around our offices worldwide. Everything is now logged through Supportworks, giving us an excellent global picture.

“We are building a knowledgebase of historical data which we can tap into enabling us to do root cause analysis and identify problems that may be related incidents - and implement a change to fix it in a structured, ITIL framework way,” adds Hurcom.

#### Reports give improved management information

An additional benefit of the consistency of data collected is that the team is able to produce more accurate and detailed reports. Regular management reports, which used to take the Service Desk Manager two days per month to prepare, are now scheduled to run automatically.

Summary reports are also prepared for senior management covering all global IT issues managed by the UK service team.

#### IT service desk functionality extended to other departments

So successful has Supportworks been within the IT service desk that its use has been extended to other departments, for example, the Headquarters Facilities Management team who use the system to manage everything from requests to unblock sinks to issues with power supplies to one of the firm’s two data centres. Additionally Supportworks reporting tools are used by Knight Frank’s Facilities Manager to monitor and review third party supplier performance against their underpinning contractual obligations.

The system also provides first line support for the marketing department, for queries relating to the company intranet and content on [www.knightfrank.com](http://www.knightfrank.com). Enquiries relating to content, information or access permissions are filtered through the Supportworks service desk, before being passed onto the marketing team to be actioned.

Similarly, the company accounts department, responsible for the management of the online expenses system, manages user queries in Supportworks.

“There is no doubt that Supportworks has delivered business benefits far beyond our original business case whilst meeting our primary goal of reducing the number of follow up calls that had to be handled by service desk staff,” said Hurcom.

“The efficiencies gained, such as the reduced administrative burden through automating processes, have enabled us to achieve so much more, without increasing headcount. The unexpected success of self-service has also resulted not only in savings in call costs and time, but improved customer satisfaction,” concluded Hurcom.



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