

Hornbill's Supportworks Flies Ahead of the Competition for RSPB



RSPB-images Richard Brooks

Founded in 1889, the RSPB is the UK charity that exists to conserve wild birds and the environment. It is the largest wildlife conservation organisation in Europe with over one million members. From its initial stance against the trade in wild birds' plumage the issues that the Society tackles have grown widely over the years in both number and size.

The RSPB focuses its work on the species and habitats that are in the greatest danger and campaigns on behalf of the birds and environment. It owns and manages over 180 nature reserves nationwide, and is active at a regional, national, and local level.

As well as its 1500 full and part-time staff - from nature reserve managers to computer analysts - in its ten regional offices across the UK, the Charity has the support of over 170 local members groups, and over 11,900 volunteers annually.

Investing in IT Solutions

To carry out active projects and to be able to focus its work, the organisation like many others, relies upon its IT systems - desktop and purchasing, databases and email - to operate effectively.

The central IT department has invested in Hornbill's Supportworks helpdesk management system to support its country and regional offices and nature reserves with communications and business systems.

The IT department has over twenty regular users of Supportworks, of which ten provide first line support and five second line support. Three team managers, a change control manager and one member dealing with stock requests complete the IT team.

The RSPB team initially chose Hornbill's solution to replace its existing helpdesk system, an add-on to a large corporate system rather than a specific chosen solution. Following an internal review, the IT department wanted to introduce new business processes and procedures, and found its incumbent helpdesk system inflexible and costly to maintain and upgrade.

According to Cathy Green, IS Support Manager at RSPB, "Our existing system simply didn't meet our needs, so we put out to tender, detailing our very specific requirements."

Business Benefits:

- Return on Investment expected within 2 years, due to cost savings made by replacing old system.
- Increased functionality reduces time spent logging calls and improves analyst productivity
- Improved service levels using the bespoke 'traffic light' system
- Customisable reporting helps to manage call trends and track performance
- Automated email communication improves call logging and tracking
- Web self-service option gives customers faster, 24-hour support and resolution

"Hornbill's Supportworks has enabled us to provide a more efficient, faster service to our customers, and the powerful reporting features enable us to manage our resources better".

Cathy Green

IS Support Manager
RSPB

The tender was presented to thirteen companies, of which five were short listed to attend a presentation. Hornbill won through with flying colours.

Exceeding Expectations - ROI

Bill Simmons, Project Manager for the implementation of the new helpdesk software explained, "We were impressed not only with the capability of Hornbill's solution, but also the look and feel of the product. Amongst many useful features, many of which appear unique to Hornbill, is the ability to see who is logged onto Supportworks at any time. This is great when support staff are not all visible in the same room. The system was also significantly more cost effective than our previous system, we expect to be able to demonstrate a return on our investment within 2 years."

The IT department provides a range of support to its internal customers, comprising all of the RSPB's staff members, including both established employees and volunteers. The team has to cover a wide range of queries - from purchasing and operational advice on computers and computer-related devices, to business system support on the organisation's finance and HR systems. The hardware maintenance is handled by outsourced service providers.

"Overall we handle around 1,200 calls per month which can be very different in their nature and complexity," explained Cathy Green. "Previously it was quite difficult to track and follow calls, and build up a database of common problems. Now we can log all incoming calls or email queries and track how long it takes us to resolve them."

Bespoke Call Tracking

The support team has taken call tracking a step further. Working with Hornbill's consultancy team, a bespoke 'Next Contact Date' traffic light system has been developed against every open support call. The light changes colour - based on business logic provided to Hornbill's team - enabling the support analysts to keep customers informed of the current status of calls within or before pre-agreed times.

Using the new system enables the IT team to meet targets that it has set out. In addition to the 'traffic light control' system, Hornbill has provided bespoke reports that the IT team uses to monitor its service performance.

Clear Picture

"Until we had Hornbill's system we had no way of really knowing how well we were managing support calls. Now with better controls and call statistics we have a very clear picture of our performance. Customers no longer have to chase us for updates, and thanks to Supportworks they now trust us to deliver solutions on time," said Green.

Some internal customers also take advantage of the web self-service support option. The IT department is continually adding common problems and solutions to the database to enable customers to benefit more from the self-service option.

The RSPB was impressed with Hornbill's service, particularly with the smooth transition from the old system. Comprehensive scripts were written, which, according to Simmons, 'went far beyond the call of duty'.

Support from Hornbill has continued to be high, "Hornbill's own support staff are very competent and helpful, with excellent response times," said Green.

In summary she commented, "Hornbill has delivered a customised IT helpdesk support system at a considerable saving to our previous system. This has enabled us to provide a more efficient, faster service to our customers, and the powerful reporting features enable us to manage our resources better."



'RSPB-images Andy Hay'

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