



EASYNET GLOBAL SERVICES

» Easynet Takes Customer Satisfaction To a New Dimension
with BMC Remedy

BEFORE

- » Satisfaction with service assurance needed to improve
- » Fragmented patchwork of service management solutions
- » Needed a single process to help deliver timely, consistent information
- » No consistency in efficiently tracking customer requests
- » Unnecessary SLA penalties

AFTER

- » Satisfaction with the escalation process for serious problems rose 20 percent in nine months
- » Satisfaction with being kept updated on any outstanding issues rose 13 percent
- » Satisfaction with faults being dealt with speedily increased eight percent
- » Satisfaction with faults dealt with correctly rose six percent
- » Efficiently tracked incident response times and service desk performance against SLAs



GEOGRAPHY

United Kingdom

INDUSTRY

Information Technology

SOLUTIONS

BMC Remedy IT Service Management Suite

Eighteen months ago, the customer operations team at Easynet Global Services was keen to improve its Customer Satisfaction Survey Results in the area of service management. Customers of this global provider of managed network, hosting and integration services identified this as a key area where improvements were necessary for Easynet to deliver the outstanding customer service it aimed for. It became clear that a new, consistent service management approach was required. In order to deliver timely, consistent information and more efficiently track customer requests, Easynet standardized with an ITIL-based approach to service assurance processes and procedures worldwide. BMC Remedy IT Service Management Suite now supports more than 4,000 incidents every month and has been instrumental in turning the customer satisfaction curve in a northerly direction. Satisfaction in the escalation process for serious problems increased 20 percent in nine months, for example. Simultaneously, BMC Remedy enabled Easynet to save money as it has already retired three trouble-ticketing systems, cutting SLA payments, and increasing incident and problem management efficiency.

WORK TO BE DONE ON SERVICE ASSURANCE

Easynet takes customer satisfaction seriously – very seriously indeed. So when the company examined its customer satisfaction score cards and reviewed feedback from its customer forums and Customer Advisory Boards, gaps were identified. Customer feedback showed that the quality of service assurance was not what it should be. The

company could do better. For a company positioned in the Visionaries Quadrant of Gartner's 2010 Magic Quadrant for European Network Service Providers, it was a very serious matter—and action urgently needed to be taken to redress the customer satisfaction imbalance.

“We recognized that a new ITIL-based approach to service assurance processes and procedures worldwide would enable Easynet to address customer communication and ensure our customers were kept fully updated at all times. Being able to deliver timely, consistent information to our customers would not only prompt enhanced customer satisfaction, it would also enable Easynet to more efficiently track customer requests.”

DAVID DOHERTY
CIO

Traditionally, Easynet had relied on a patchwork of fragmented service assurance centres to support international customers in approximately 10 countries. Although this satisfied local requirements, it didn't provide a consistent, holistic view of the company's service assurance performance. And the more the company looked into the possibility of replacing these different solutions with one, unified global standard approach to service assurance, the more appealing it became.

“We recognized that a new ITIL-based approach to service assurance processes and procedures worldwide would enable Easynet to address customer communication ensuring our customers were kept fully updated at all times,” David Doherty, Easynet CIO explained. “Being able to deliver timely, consistent information to our customers would not only prompt enhanced customer satisfaction, it would also enable Easynet to more efficiently track customer requests.”

But where to start? The company began by establishing a joint team comprised of IT and the business unit, in this case Service Assurance Operations. Regular communications between the two parties—and

implementation partner Fusion—together with joint meetings and workshops ensured synergy, close collaboration, and adherence to budgets and timescales.

ITIL-ALIGNED SERVICE MANAGEMENT PROCESSES

Easynet selected BMC Remedy IT Service Management Suite to support its service assurance strategy. It includes BMC Remedy Action Request System, BMC Atrium CMDB, BMC Remedy Service Desk, BMC Remedy Incident Management, BMC Remedy Problem Management, BMC Remedy Change Management, BMC Remedy Service Level Management and BMC Remedy Service Request Management. ITIL-aligned service management processes enable the company to seamlessly integrate customer support, change, asset and request management—and cut complexity. This set of connected, best-practice process flows provide Easynet with a closed-loop change and release process tied to incidents and problems, security and business needs, the ability to track incident response times and service desk performance against service level agreements (SLAs), and real-time performance metrics reporting.

“We decided to use the BMC Remedy process to drive ITIL and best practices, as opposed to inventing brand new processes from scratch,” Doherty said. “We include configuration changes to meet specific

needs, but overall there is little or no customization. After all, who are we to say we know more than years of customer feedback to a vendor like BMC?”

One hundred front-line staff and more than 200 back-office staff are registered to use the system, which currently processes up to 4,000 tickets every month in support of its customers worldwide. When a customer contacts Easynet, they can choose to receive either SMS or email notification at the start and end of the ticket process. BMC Remedy is integrated into Easynet’s network management system for semi-automatic ticket creation. And Doherty’s team has introduced personalized, self-service options through the dedicated customer portal, ‘Insite’. This includes ticket creation and monitoring.

A FOCUS ON CRITICAL BUSINESS SERVICES

This ITIL-based approach to service assurance has transformed the way Easynet manages its services. It now has the flexibility to prioritize support activities and focus on critical business services, reduce MTTR and eliminate recurring incidents, and reduce IT support costs. The automation of processes, policies and tasks has also helped increase staff productivity and consistency, but what about those all-important customer satisfaction statistics? BMC Remedy made a fundamental difference—despite the fact the system has only been live for nine months.

Comparing 2008 with 2009 metrics, customer satisfaction in the escalation process for serious problems rose from 31 to 51 percent. Satisfaction with being kept updated on any outstanding issues rose from 35 to 48 percent. When asked about faults being dealt with speedily, customer satisfaction increased from 32 to 40 percent. And there was a six percent increase in satisfaction concerning faults dealt with correctly. “The customer feedback has been extremely positive. They’ve noticed the service improvements, the professionalism and the enhanced communication,” Doherty said.

Easynet is also benefiting from increased efficiency. According to Doherty, “The BMC Remedy IT Service Management Suite has enabled Easynet to retire three trouble-ticketing systems already, with a fourth planned for retirement in the next two months.” Moreover, SLA payments have been significantly reduced, while there is a general increase in efficiency when it comes to dealing with incidents and problems.

Looking ahead, Easynet is already piloting BMC Remedy IT Service Management Suite to replace its own internal trouble ticketing systems. “By standardizing on BMC Remedy both internally and externally, we can leverage our investment, manage our customers’ services more effectively, act upon the information received and deliver faster, more rewarding service,” Doherty concluded.

“By standardizing on BMC Remedy, we have an unprecedented degree of visibility into our customers’ situations. This means we can manage their environments more effectively, act upon the information received and deliver faster, more rewarding service.”

DAVID DOHERTY
CIO

ABOUT EASYNET GLOBAL SERVICES

Easynet Global Services is a worldwide provider of managed network, managed hosting and value added integration services such as Telepresence. The company has customers in 50 countries, and 1000 staff in 25 global offices. Through a consultative approach, it engages with its customers to fully understand their business challenges. The company combines global reach with local expertise, providing a personalised customer experience wherever its customers are in the world. Easynet Global Services' customers include Via Michelin, FOX, Brinks, Transport for London, EDF, SAGE, Q Park and Bridgestone. Together with the management team Easynet is owned by LDC (Lloyds TSB Development Capital). LDC is the leading mid-market private equity arm of Lloyds Banking Group. For more information visit www.easynet.com.

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