How To Start a Service Desk with Effectiveness and Consistency

Ideal Integrations didn't have a service desk prior to 2008.
So they rolled up their sleeves and built one from the ground up.

THE CHALLENGE:
Starting a Service Desk from Scratch

Ideal Integrations decided to build a service desk, which came with its own unique set of challenges: the varying backgrounds of the individuals they brought on, a lack of standards and procedures, and no pre-existing documentation. Enter HDI.

THE ACTION:
Consistent and Effective Training

Ideal Integrations' entire service desk and operations team completed HDI certification and training. Now, they use the HDI Customer Service Representative and HDI Desktop Support Technician trainings as part of their new employee onboarding process.

THE RESULT:
A United and Knowledgeable Front

What started out as a way to bring consistency to Ideal Integrations' service approach is now a minimum standard. The vast majority of their support and administrative service teams teams are HDI certified, and it's something their sales team makes no secret of when establishing credibility with clients and potential clients.

HDI

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Ideal Integrations delivers customized technology solutions.
Located in Pittsburgh, PA, they support a wide range of industries—education, healthcare, legal, and non-profit, to name just a few. By combining cutting edge innovations, a skilled team of engineers, and a world class service desk, Ideal Integrations is able to provide their client base with a sustainable competitive advantage.

But that wasn't always the case. In fact, for a company that today puts a strategic emphasis on client loyalty, Ideal Integrations didn't have a service desk prior to 2008. So they rolled up their sleeves and built one from the ground up.
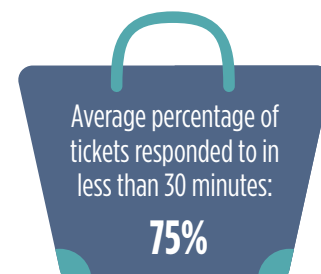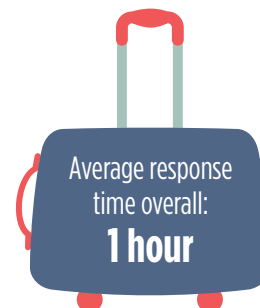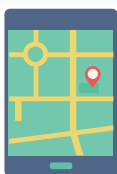
THE CHALLENGE:
Starting a Service Desk from Scratch
With no semblance of a service desk before 2008, it was the engineers at Ideal Integrations who provided support and handled service-related projects. They're an extremely talented and creative group of professionals, but to say they were not well-versed in customer interaction is an understatement.

So Ideal Integrations decided to build a service desk, which came with its own unique set of challenges: the varying backgrounds of the individuals they brought on, a lack of standards and procedures, and no pre-existing documentation. But Ideal Integrations also saw opportunity in starting anew, like creating consistency out of the gate, drawing on proven processes, and ensuring each member of the team not only possessed the technical skills to succeed, but the customer service skills to differentiate them from their competition. Enter HDI.

Average number of tickets handled monthly:
725

Average response time overall:
1 hour

Average response time to tickets reported through email/client portal:
2.1 hours

Average percentage of tickets responded to in less than 30 minutes:
75%

THE ACTION:
Consistent and Effective Training

Ideal Integrations started investing in HDI certifications in 2008. Their service desk was in its beginning stages, and HDI provided the customer service training that closely matched Ideal Integrations' business model. Initially, their entire service desk and operations team completed HDI certification and training. Now, they use the HDI Customer Service Representative and HDI Desktop Support Technician trainings as part of their new employee onboarding process. They've also had staff complete the KCS Foundation training.

The flexibility in HDI's training options allows the staff to choose the training that fits their schedules—at work or at home through the Virtual Classroom.

THE RESULT: A United and Knowledgeable Front

What started out as a way to bring consistency to Ideal Integrations' service approach is now a minimum standard. The vast majority of their support and administrative service teams are HDI certified, and it's something their sales team makes no secret of when establishing credibility with clients and potential clients.

Seven years ago they had nothing—today, Ideal Integrations' support consists of twenty-six dedicated professionals on three teams that often sees more than 1,000 client-generated tickets per month. Structured on a tier 1/tier 2 model, they handle a wide variety of tickets, from basic end-user issues to more complicated network and server issues. But perhaps more important than all of those facts, is the consistent client commentary on the professionalism and patience of their service staff.

"HDI has created a standard for which we all strive to uphold," says Carol Kirsch, manager of Administrative Services at Ideal Integrations. "Our team is able to handle situations and customer service with confidence, knowing that our organization stands behind what they are doing."