



Baylor University

BAYLOR UNIVERSITY CENTRALIZES HELP DESK, ACHIEVES NEW LEVELS OF EFFICIENCY, CUSTOMER SERVICE WITH HEAT®

CUSTOMER PROFILE

Chartered in 1845 by the Republic of Texas and affiliated with the Baptist General Convention of Texas, Baylor University is the oldest institution of higher learning in the state and the largest Baptist university in the world. While remaining true to its heritage, Baylor has grown to more than 13,000 students.

BUSINESS NEED

In 2000, Baylor University lacked a centralized help desk. Students, faculty and staff with information technology problems would call one of about five individual areas in the IT department, such as Hardware, Networking, or Student Services, which each had its own method of handling calls. Callers who didn't know the nature of their problem, often didn't know where to call, which resulted in delays and frustration.

Though the university had a program for logging call tickets, the internally developed system was limited in addressing Baylor's needs. Primarily, it couldn't accommodate multiple call groups – a necessary feature if the university hoped to centralize its help desk. Plus, it didn't allow for remote access, or automated processes for ensuring tickets didn't fall through the cracks or that they were answered in a timely manner. Ideally, Baylor wanted a help desk program that would facilitate calls coming into one location, enable multiple call groups, offer the customizability to tailor the system for each department's different practices, and automate many of its processes.

HEAT HELP DESK SOLUTION

Today, the help desk at Baylor University is a model of workflow efficiency and customer service in higher education. The university has centralized its help desk so that all calls – out of a customer base of 17,500 students, faculty and staff – come into one location, now referred to as the Information Technology Services Help Desk. Additionally, it has established numerous automated processes that save time on every call.

Baylor has achieved this with the help of HEAT, Service & Support% software from FrontRange Solutions. After looking at several help desk support programs, Information Technology Services select HEAT because it offered the right functionality, such as reporting capabilities and the ability to create multiple call groups, as well as the versatility to be customized easily for the university's needs. "The other programs really didn't pack as much power in terms of what we wanted," explained Sandy Bennett,

COMPANY

Name: Baylor University
Location: Waco, TX, USA
Industry: Education
Customers Supported: 17,500
HEAT Users: 158
Call Tickets per Month: 3,000
Website: www.baylor.edu/

SOLUTIONS

HEAT Help Desk

SELLING PARTNER

Enterprise Computer Solutions

“With HEAT Help Desk, we're more efficient. We're getting things done more quickly, which has resulted in doing more with less. We're adding more employees, but not increasing support staff, and our service levels have increased because we can solve problems more efficiently”

Vicky Gerik
Director of Disruptive Systems and Services for
information Technology Services

Coordinator of Faculty Technology Development at Baylor.

Now, all calls come into one, centralized help desk, which is staffed by five full-time microcomputer specialists. To the best of their abilities, those technicians troubleshoot calls, aiming for a first-call resolution rate of 75 percent.

If the problem requires additional assistance, they create a ticket and select one of 22 different call types in HEAT. Based on the selected call type, HEAT's Business Process Automation Module% (BPAM) kicks in and automatically sends the ticket to the IT group corresponding to that call type. At the same time, BPAM sends an e-mail message to the caller letting him or her know that a ticket has been assigned to a certain group. Likewise, after the ticket is closed, the customer also receives an e-mail confirmation.

This automation removes the guesswork for the microcomputer specialists. They simply select the specific problem, and then HEAT sends the ticket to the right department. Automated communication with customers ensures they always know the status of their issues and that service remains consistent.

"By adding business rules with BPAM, we have created a higher level of satisfaction with our customers," explained Vicky Gerik, Director of Distributed Systems and Services for Information Technology Services. "The fact that they're automatically informed when the ticket is initiated and again when it is closed has really increased the level of satisfaction with the help desk services on campus.

Though the help desk logs tickets for all five areas of the IT department, each department has its own method of handling support requests. With the customization capabilities in HEAT, Baylor has been able to tailor HEAT to accommodate each department's unique processes.

With the help of FrontRange Solutions Partner, Enterprise Computer Solutions, Baylor also customized HEAT to interface with a human resources database and the university's database of IT assets. When technicians bring up the call logging screen, they type in the caller's employee I.D., which brings up the employee's location on the left and his or her computer configuration on the right. The technician immediately knows the caller's setup and location and can begin addressing the problem right away – ultimately shortening call times.

Additionally, Baylor customized HEAT by adding Web Center, a Web-based module that provides an ongoing snapshot of all open calls and keeps help desk and IT managers on top of call volumes. They can adjust staffing and recognize patterns in call types. "HEAT helps from a manager's perspective of covering things quickly," Gerik said. "If my CIO called right now and wanted to know something, I could give him an answer quickly."

All technicians in each of the five IT departments can also access the HEAT system via iHEAT%, a Web-based add-on module that facilitates remote access. Because Baylor's IT activities are widely dispersed around the 432-acre campus, this remote capability has proven essential. Technicians can view and close tickets from their departments, or from any computer via a Web browser.

iHEAT has also enabled Baylor to more easily outsource its after hours service. This off-site service vendor can create tickets that are automatically sent to the appropriate oncampus IT department. "They're using the same system we use, but off campus," Gerik said. "They follow the same call flow we do, so to the customer community it's transparent. It's just been tremendous."

Though the university has a large help desk operation, it keeps a handle on service metrics and other factors by tapping into HEAT's storehouse of over 200 pre-built reports, Answer Wizard. When its needs are more specific, Baylor easily creates custom reports in HEAT with Crystal Reports.

Soon, Baylor will also implement HEAT, Self Service™, which will empower students, faculty and staff to log their own tickets and find answers to their questions via the Web site around the clock – an important addition for night-owl students that will also cut the number of calls to the help desk.

Overall, HEAT has brought unprecedented efficiency throughout the Baylor help desk even as its customer base has grown. It has empowered first-tier technicians to achieve 60-70 percent call resolution rates, and has enhanced communication and organization in its service delivery.

"With HEAT, we're more efficient," Gerik said. "We're getting things done more quickly, which has resulted in doing more with less. We're adding more employees, but not increasing support staff, and our service levels have increased because we can solve problems more efficiently."

More Information

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