

# Staffing Firm Puts HEAT to Work to Automate Business Service Management

The staffing and recruiting industry has been growing faster than the U.S. economy and overall employment. To fill their need for temporary or contract workers, many businesses turn to this top five staffing firm. This company provides administrative staff as well as professionals skilled in finance, accounting, IT, engineering, healthcare and legal.



## COMPANY

**Name:** Top Staffing Firm

**Location:** U.S.

**Industry:** Staffing

## SOLUTION

HEAT Service Management

## BENEFITS

- Improved service delivery by consolidating support desks
- Ensure callers get the right agent, cutting transfers by more than 90 percent
- Automated distribution of W2 statements, achieving a 30 percent reduction in calls
- Improved morale of service desk agents, reducing turnover

## Consolidate Service Desks

This staffing firm must ensure its business services keep pace with the high volume of talent it places. Support services and call centers, which are vital to the success of the business, must run as efficiently as possible. The company maintained separate call centers for its administrative staffing group as well as its professional group, which consists of a dozen operating companies. The call centers had split teams to address the needs of internal employees and external talent and two disparate helpdesks. The administrative group used a highly customized but aging version of HEAT Help Desk software, while the professional group used another helpdesk platform.

The company set out to consolidate its service desks and find a modern service management solution that would meet its complex service management needs. After a thorough evaluation, it upgraded from HEAT Help Desk to HEAT Service Management to gain a robust, highly flexible IT service management platform that's built on IT best practices to help the company deliver the highest level of service quality, delivery and performance.



"I can sleep comfortably at night because I know that when I have an idea, the people at HEAT Software are standing behind us to take us to the next level."

Senior manager for support services at a top U.S. staffing firm

"HEAT was the best service management tool for the job," says the senior manager for support services at the company. "We chose HEAT because it had more functionality and was more flexible."

With HEAT's flexible deployment options, the staffing firm chose to deploy HEAT Service Management in the cloud. With a cloud solution, employees can access the system from anywhere, and IT can offload the work of installing and maintaining the software, allowing them to focus on business service automation.

With HEAT, the support team can capture, identify and respond to issues and service requests from internal employees or external talent. Integration with the company's Avaya phone system makes

it easy for callers to get to the right resources as quickly as possible. With HEAT self-service, employees can view available services, request services or find solutions on their own using the knowledgebase. The company also has automated business services with HEAT's workflow templates and integrated with its enterprise applications.

### Delivering a Higher Level of Service

"As a staffing company, one of our biggest challenges is that we have internal employees and external talent," says the senior manager for support services. "We also have clients, vendors and agencies calling into our IT and business services desk."

"Efficiency is important," says the senior manager for support services. "Employees call in from hundreds of locations, and these people are earning the money for the company. Someone needing support from a local branch location is of high priority."

Dedicated support teams handle questions from internal and external employees, but questions coming from internal employees can be more complex. Internal employees may call about a broad range of issues, including payroll and benefits. In the past, when employees called, they would need to go through a complex set of IVR prompts. "If they did it wrong, they would end up in the wrong queue with the wrong team. It was frustrating for the end users and wasteful for the analysts," he says.

"We implemented HEAT's voice solution to take the guesswork out of it," he says. HEAT is integrated with the company's phone and HR systems so that employees are automatically identified. Employees simply enter a few details, like their birthdate and social security number, and they are automatically routed to the right analyst. "It's a great service to the end user, because they don't have to figure out what to enter," he says.

The voice integration with the service desk is convenient for the employees, and it's a huge time saver for the analysts. Previously, the service desk was transferring 400 to 500 calls a week to the right agents, but now with HEAT, the service desk only has to transfer four or five calls each week.

HEAT proved invaluable during the tax season when many employees like to check on their W2 statements. "In previous years, from the last week of January to the last week of March, we would get 8,000 calls a day," he says. The flood of calls overwhelmed the agents—and the phone system.

To better manage the high call volume, the staffing firm used HEAT Voice Integration. "We put together a plan to automate the process," says the senior manager for support services. First, the company made it easier for employees to opt into receiving their W2 statements digitally. Now, when employees call, they are immediately identified and they can request that their W2 statements be sent via email—any time day or night.

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Senior manager for support services at a top U.S. staffing firm

"We noticed a huge difference with HEAT automation," he says. "We saw a 20 percent to 30 percent reduction in calls this year. We handled 10,000 calls a week for two weeks, and then it went down to a trickle in early March." The company needed to add a third fewer extra analysts to handle the extra workload.

"With HEAT, we improved our ability to service our external customers," says the senior manager for support services. "The folks in the call center usually dread this time of year, but using automation improved their morale." Higher morale has translated into lower turnover.

### A DevOps Approach

The staffing firm has moved to a DevOps approach, where IT operations and development work together across the service lifecycle, from design to development and production support.

A close partnership with the HEAT Professional Services team has been instrumental in this success. When developing an idea for new functionality, the staffing firm can rely on HEAT Software's professional services team as trusted advisors. "We present the idea to them, get their input and the framework of how to do it, and then we try it," he says. "We want to do the development ourselves, and if we are handcuffed, we will ask."

Getting help is easy. "The HEAT Support team is helpful and knowledgeable. It usually just takes a couple of questions and we're off and running on our own again," he says.

### Looking Ahead

The staffing firm continues to mature its ITIL processes. IT recently implemented HEAT's change management and asset management modules and plans to implement release management and automate hardware procurement next. Automating additional business processes helps the company keep pace with its customers' demand for its talent.

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