Freshservice helps Cordant reach

96%
customer satisfaction rating

The Cordant Group – a provider of integrated services including recruitment, security, cleaning, and technical electrical services – needed to improve its IT service management (ITSM), service delivery, and IT support as part of a wider technology transformation initiative.

Freshservice was chosen as the corporate ITSM solution to help deliver improvements across the efficiency of IT operations, the adoption of self-service, ITSM process adoption and maturity, performance reporting, and customer satisfaction.

CORDANT'S IT SUPPORT CHALLENGE

In addition to the required improvements, Cordant faced a costly and time-intensive upgrade to their existing but little used on-premise ITSM tool, ManageEngine Service Desk Plus. It was felt that a new cloud-delivered ITSM solution would not only add to or improve upon existing ITSM processes, but would also help resolve a number of ongoing IT management and support issues, including:

◆ ITSM tool availability, accessibility, and usability

◆ Service desk backlogs and efficiency issues

◆ Too much manual effort in day-to-day operations

◇ Low self-service adoption

◇ Limited and convoluted performance reporting

◇ No formal and regular insight into customer satisfaction

Pre-Freshservice, Cordant had a "partial process for incident management" using the incumbent ITSM tool. However, the reality was that the tool was little used because service desk agents had issues with some of its ticketing and reporting capabilities.

TRANSFORMING CORDANT'S IT SUPPORT

The larger, business-wide technology transformation initiative included the introduction of ITSM best practices across people, process, and technology; with the selection of Freshdesk and Freshservice the result of a formal technology evaluation process.

Rob McGeown, Cordant's IT Service Desk Manager, was responsible for reviewing the available ITSM vendors and tools, shortlisting, testing, trialling, compiling the business case, and selling the best solution to key Cordant stakeholders and decision makers. And as Cordant is following a cloud-first strategy, all the ITSM vendors considered offered the cloud-delivery model.

WHY CORDANT CHOSE FRESHSERVICE

Freshservice easily won over Cordant decision makers, IT users, and end-users despite the availability of alternatives. Congruence with the corporate cloud strategy, and Google integration and single-sign-on in particular, were key. But other Freshservice attributes that influenced Cordant's selection decision included:

Accessibility

Cordant employees, whether in IT or not, could access Freshservice from anywhere.
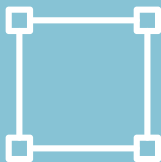
Flexibility

Not just the ability and ease to configure and customize Freshservice as required, the ability to make on-the-fly changes was critical to Rob and his colleagues..

Speed of implementation

Cordant liked that Freshservice was available as soon as the day after purchase, with all the required capabilities ready for use in less than a week.

Increased customer satisfaction

Through a better customer experience for end-users and the ability to receive, analyze, report, and act on end-user feedback.

"I was surprised at the speed of implementation, Freshservice was available the next day and ready to use in under a week."

Craig Bell
IT Service Director
Cordant Group

WHY CORDANT RULED OUT ALTERNATIVES

While Cordant was presented with alternative tools, it made a considered decision to choose Freshservice as it faced the following shortcomings with the other options:

ManageEngine

Its cloud offering was not considered user-friendly for service desk agents.

Samanage

Its ITSM capabilities were deemed immature compared to Freshservice's.

ServiceNow

Considered too expensive, with an overly-long implementation time frame.

CORDANT'S SUCCESSES TO DATE

In the first six months of using Freshservice, Cordant has achieved a lot. Not only was the technology implementation, along with associated process improvements, Cordant's success with Freshservice exceeded the original IT use cases. In addition to Freshservice delivering everything required to support 2500 end-users and 6000 incidents a month, Cordant is now also using it to support two other corporate teams – Payroll and Compliance – taking the number of licensed agents from the initial 35 to 60.

Quantifying Cordant's successes in terms of percentage improvements is difficult due to the lack of insight into operational performance levels and customer satisfaction pre-Freshservice. So one of the most appreciated improvements is Freshservice's closed-loop metrics. Whereas Rob and his colleagues previously had no idea on key metrics such as incident volumes, resolution times, and customer satisfaction, Cordant is now reporting these and much more at company, unit, and end-user levels. The improved insight and reporting has also been used to prove the need for increased IT resource.

2500	6000	60
end users	tickets per month	licensed agents

Cordant's ITSM process maturity and adoption have also improved

- ◇ **Incident management** has improved in terms of increased use of the ITSM tool for managing end user issues and requests, with better prioritization of tickets and shorter resolution time. Cordant's first contact resolution percentage is now in the high 80s.

- ◇ **Self-service** has not only improved from an ease of use perspective, for both end-users and IT, Cordant has also seen end-user adoption increase by an order of magnitude; with this having a positive effect on both the IT team and phone-call volumes.

- ◇ **Problem management** and **IT asset management** have both been introduced, with **change management** as the next ITSM discipline to be adopted.

In terms of general operations, the use of workflow, approvals, and automation have seriously improved Cordant's overall efficiency and productivity levels. Freshservice has also helped bring about better resource management in terms of the use of people's time and effective knowledge management. The ease and speed of configuration and customization are also helping continued improvement activities. Freshservice has also helped increase the "team ethic" and teamwork, where the use of gamification in particular has helped build comradery.

As a result of all these operational and customer experience improvements, Cordant's customer satisfaction rating is now an amazing 96%. And the improvements will continue for Cordant as it uses more of Freshservice to support its IT operations. Plus there's always the possibility of further non-IT use beyond the corporate Payroll and Compliance teams.

80% ↑	**96% ↑**
First contact resolution	Customer satisfaction rating
370	**35682**
Days of Freshservice	No. of tickets resolved
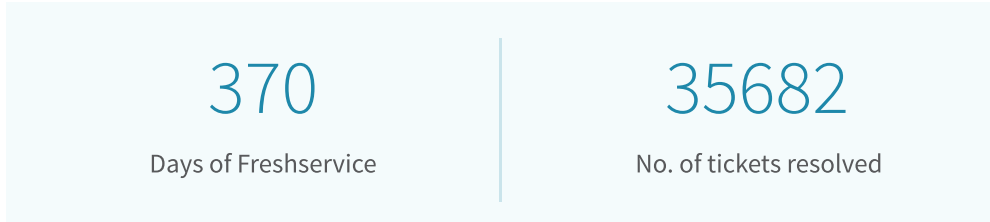
Finally, with Freshservice, Cordant also realized the generic benefits of the cloud-delivery model – the latest functional capabilities, with new features available more quickly than with on-premise solutions; simple, subscription-based pricing; no local hosting infrastructure to buy and manage; ease of implementation and upgrades; and enterprise-grade scalability and security. All at a potentially lower total cost of ownership (TCO) than with on-premise.
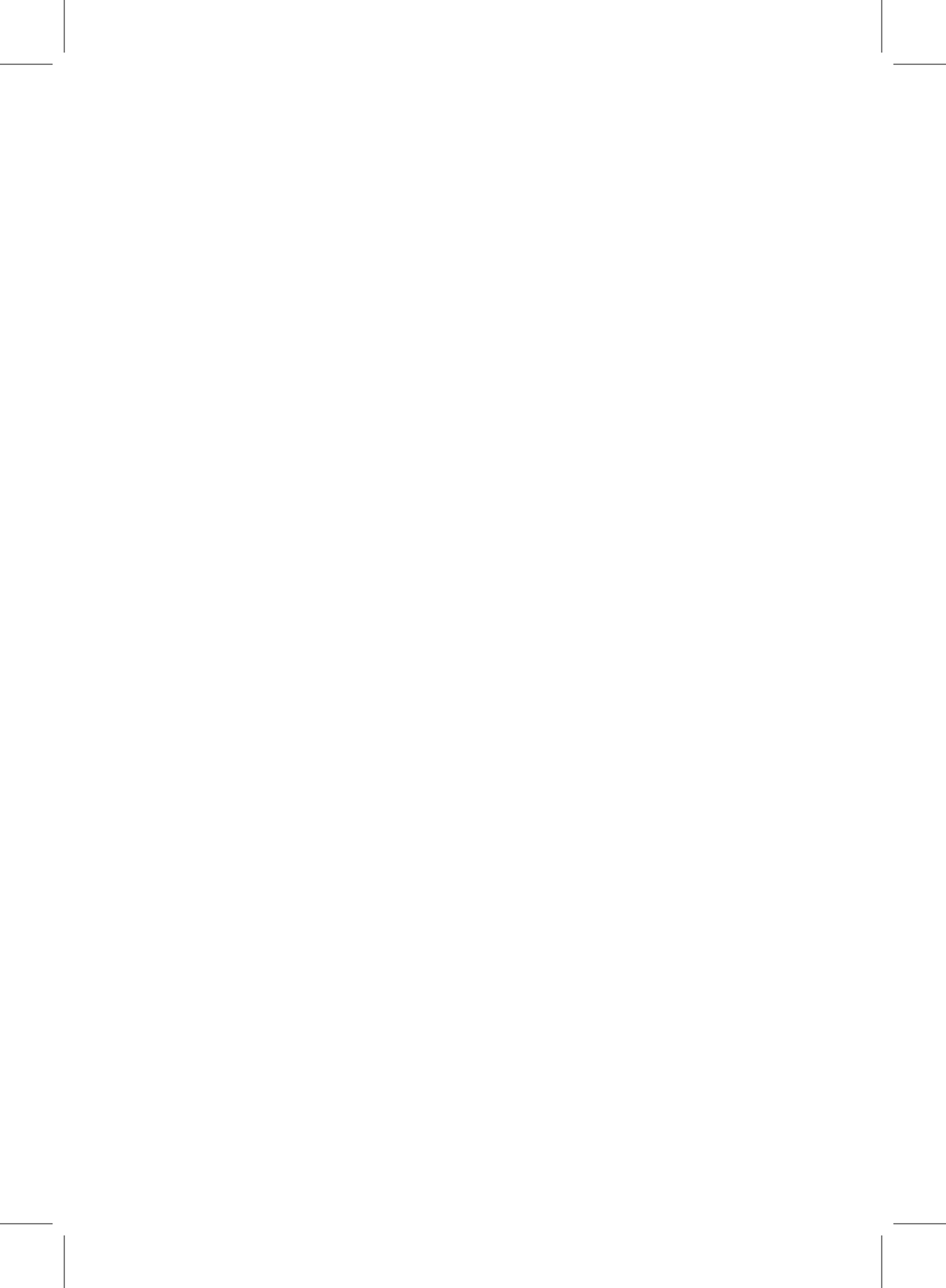
ABOUT FRESHSERVICE

Freshservice is a cloud-based IT service desk and IT service management (ITSM) solution that is quick to set up, easy to use and manage to simplify work across organizations.

Freshservice leverages ITIL best practices to enable organizations to focus on what's most important – exceptional service delivery and customer satisfaction. With its powerfully simple UI, Freshservice can be easily configured to support your unique business requirements and integrated with other critical business and IT systems. Native integrations are provided "out-of-the-box" with many of the most popular cloud services such as Google Apps, Dropbox, AWS, and Bomgar to speed up deployment and reach.

Freshservice is built on the proven Freshdesk platform, whose flagship customer service offering supports more than 50,000 customers worldwide, including Honda, 3M, Macmillan, Bridgestone, and UNICEF.

www.freshservice.com

freshservice

Refreshing ITSM