

## ColepCCL: Focused On Internal Customer Support

ColepCCL found Track-It! 8 delivered the flexibility and functionality it required, enabling the organisation to move to a new centralised virtual team running multiple support locations across Europe.

### Business Driver

A review of ColepCCL's support function with a view to streamlining resources and improving processes to make support services more cost-effective and efficient

### Industry Sector

Custom Manufacturing

### Why Numara Software?

Multiple work orders, customisable dashboards, easy to manage, lower cost to maintain, self-service and skills-routing capabilities

### Business Benefits

ColepCCL has streamlined its support resources to five technicians, saving the overhead cost of an additional four technicians as well as providing a faster and more efficient response to user problems

## Background

In 2004, the merger of Colep and CCL Custom Manufacturing Europe created ColepCCL, the largest European custom manufacturer of personal care, cosmetics, over-the-counter pharmaceuticals and homecare products. Today the company has 3 main divisions: one providing custom manufacturing for personal and homecare products. Another provides contract manufacturing of high value personal care and over-the-counter pharmaceuticals and the third producing packaging; tinplate aerosol and general line cans, as well as plastic bottles and closures. The organisation has a pan-European base with facilities in the UK, Germany, Portugal, Spain and Poland, offering its customers flexibility and proximity to market.

ColepCCL has extremely high standards and aims to reshape the packaging industry by offering innovative solutions to multi national marketers. Its mission is to work with customers to deliver comfort to consumers and it is dedicated to establishing long-term customer relationships based on superior service. This vision is reflected throughout the organisation and in the IT department, delivering a first-class service to its users is paramount.

## A Long Standing History

ColepCCL's IT department is split into two main areas: business applications (which is mainly SAP) and infrastructure. The infrastructure unit is responsible for all communication links and includes desktops, printers, laptops and the helpdesk function. The helpdesk supports about 650 devices, a mix of both PCs and laptops and about 1,100 users out of a total employee base of 3,000.



*If you are looking for a pure infrastructure helpdesk tool, Track-It! can provide this. We found Track-It! worked around us, rather than us working around it*



The remainder of staff work on the shop floors. The company has been using Numara Software's premier help desk and asset management solution, Track-It! for many years and has never had a reason to switch suppliers.

In the early days, Track-It! was used as a single site inventory tool in the UK and then an additional licence was purchased for the IT site in Portugal. At this time, Track-It! was only providing inventory information and an audit for the PC's so that ColepCCL could understand what it was using and what it had installed. Owing to the regulatory nature of its business, especially relating to the pharmaceutical division, ColepCCL needed to have a comprehensive audit trail and ensure that all records were carefully documented.

Following the merger, a lot of work was undertaken to reengineer the company which included reviewing how the organisation operated each of its support sites to align processes and procedures, so that no matter where the user was located, they would receive the same IT experience. Gary Raper, Corporate IT Manager for ColepCCL, responsible for the infrastructure division takes up the story:

*"We have 8 separate support locations dotted around Europe. This was proving to be challenging to run and wasn't really utilising our IT staff to their full capacity. Some of our technicians are experts in particular areas of IT and because of our own internal processes and the way we had been running the support function, we found that we couldn't easily route calls to the most knowledgeable technician. We therefore decided to centralise our helpdesk."*

## An Obvious Choice

Once the decision had been taken to reengineer the support structure, ColepCCL undertook a review of all the helpdesk solutions available in the market. It became clear almost immediately that Track-It! was a very attractive option in terms of price, functionality, ease of use and delivering exactly what the product is set out to do. Gary continues:

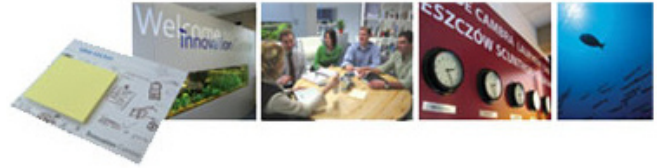
*“The project involved creating new systems and processes in order to deliver a better service and support to our users. We upgraded Track-It! to enhance the functionality so that we could incorporate event policies and customise business rules for notification and escalation. The skills-based-routing feature enabled the team to effectively route jobs to the most qualified technician to resolve, regardless of where this person is located. In effect Track-It! has allowed us to create one virtual team but still provide local support if needed - so we get the best of both worlds.”*

ColepCCL upgraded to Track-It! 7 2 years ago and then deployed Track-It! 8 in 2007. As part of this upgrade, ColepCCL also introduced a ‘self service’ aspect to the organisation, enabling employees to put their own requests through the system. In the past users could only place telephone and corridor requests which invariably meant that some were lost in the process and ColepCCL’s ability to cost-effectively handle and resolve these issues was reduced.

The new and improved user interface in Track-It! 8 with its Microsoft Outlook ‘look and feel’ made it much easier for users to operate themselves. Self service provides full traceability, comprehensive incident status reports on outstanding requests and effectively means that all the information is at the users’ fingertips, which enabled the support team to focus on solving issues rather than simply reporting on them. Gary explains:

*“Around 30 requests go through Track-It! each day – from simple jobs that take two minutes to complex assignments that can take up to two weeks to resolve. Track-It! 8 provides a consistent, user-friendly approach making the application very easy to learn. We actively encourage people to use self service so that the more straightforward requests can be logged and tracked directly by the users.*

*Additionally, the new automatic SLA assignments enable SLAs to be automatically assigned to work orders, removing the need for manual intervention. The customisable reports and management dashboards enable the support team to measure help desk performance and benchmark our IT services to the organisation. We can personalise grid views, templates and reports, sorting and colour coding different jobs so that we can understand where we are spending most of our support time and then address these issues on a more pro-active basis.”*



## Cost Optimisation

Now ColepCCL can deal with all its helpdesk queries with only five technicians supporting the eight support locations. In the past, there were often up to three or four support people on each site, for example, two people per site were always required to cover for holidays. Now IT resources are being effectively utilised across the company, no matter where individuals are based. As a result, ColepCCL has saved on the potential cost of employing at least four support professionals. Additionally, the support team has been trained in set disciplines, which has enabled technicians to specialise in certain areas. This not only ensures that the team is more effective, but it has also helped to develop individual skill sets



### About Numara Software

Founded in 1991, Numara Software is a global provider of service desk management solutions. Its flagship products, Numara Track-It! and Numara FootPrints, support over 50,000 customer sites worldwide making it the leader in this market for small to mid-sized enterprises.