



# Case Study

## ABS: Reporting and Root Cause Analysis Deliver Results

### Improving Performance and Lowering Costs at ABS

#### Results at a Glance

**Problem:** Lack of confidence in the help desk due to high wait times and low first call resolution

**Solution:** Spherion implemented an on-site managed service solution that provided regular reporting, root cause analysis, and call reduction strategies

**Results:** Significant improvement in Key Performance Indicators, including an increase in first call resolution and a decrease in abandon call rates. Certification of the help desk by the Help Desk Institute.

#### Client Profile

ABS is one of the world's leading ship classification society members. From its inception in 1862, setting safety standards for the marine industry has been the core commitment of ABS. This is achieved through the establishment and application of technical standards for the design, construction and operational maintenance of ships and other marine structures.

From its world headquarters in Houston, TX, ABS delivers services and solutions to a worldwide client list through a network of local representatives working from more than 150 offices in 70 countries. ABS is a not-for-profit corporation.

#### Business Problem

Prior to Spherion coming onboard in 2001, the ABS operating environment was supported by an outside vendor that was performing poorly. The help desk call volume during this time was below the industry average, indicating that the end user community did not have much faith in the support team. On average, calls were not answered quickly, were lengthy in duration and a large percentage were not resolved on the initial contact. Additionally, the vendor was not able to provide any meaningful performance reporting to ABS.

#### The Spherion Solution

Spherion's proven track record of success with other clients demonstrated to ABS our ability to achieve similar success in their operating environment. Spherion initially engaged with ABS to provide help desk support. Once in the environment, we applied our methodologies and implemented operational best practices. As the end user community embraced the improved performance, call volume increased. Spherion worked diligently to drive down the average call length while increasing the number of calls resolved on the initial contact.

Spherion made improvements in almost every aspect of the help desk, including improvements in the average speed to answer (ASA) and a significant improvement in the first call resolution statistics. Meaningful reporting was provided, demonstrating the marked improvement in performance and keeping ABS updated on status.

Throughout the engagement, Spherion has provided on-going improvements by listening to the client and being proactive. For example, we perform root cause analysis within our call reduction strategy to minimize the number of incidents we support, allowing the end users to be more productive.

Over the last five years, Spherion's scope of services has increased at ABS. Spherion now provides Desktop Support for the ABS headquarters location in Houston. The combined team has significantly improved the quality of support for ABS.

Continued on back >>



Recently, Spherion's help desk at ABS was certified within the Help Desk Institute (HDI) guidelines. To obtain HDI SCC certification, the ABS Customer Support Center received evaluations based on 66 standards within eight core areas. Certification requires an independent HDI-certified auditor to ensure that companies meet the defined certification standards. In order to maintain this certification, companies must continue their commitment to the HDI SCC standards by renewing their certification every two years.

“Over the course of partnership, Spherion has consistently improved the level of service provided to ABS. The HDI certification is clear evidence of the improvements that have been made and the quality of the service that Spherion provides,” said Gary A. Latin, CIO of ABS.

## Value Delivered

Throughout the five years of our engagement, Spherion has made significant improvements in the quality of technical support for the ABS end user community. The end result of our methodologies and best practices have benefited ABS by:

- Increasing the Average First Call Resolution from 42% to 78%
- Reducing abandon call percentage from 9% to 1%
- Reducing the amount of resources necessary on the support team

All of these benefits have been the result of a methodical approach by Spherion in the areas of People, Process and Technology. Spherion has created efficiencies within the support group that have allowed ABS to benefit by cost reductions, a proactive approach to support and a higher satisfaction level of the end user community.

“Spherion's consistent support processes and proactive analysis of help desk call trends have increased the satisfaction of our end users and reduced our overall call volume,” said Mr. Latin.

