



Case Study

Solution:
IT Solutions

Client:
JM Family Enterprises

Challenge:
Specialized off-the-shelf
software support

Result:
Enhanced Help Desk
support levels and
increased efficiency



“ We support our own internal applications, our infrastructures, the desktops, and telephones. But when it came to our **understanding and knowledge** of the Microsoft applications, **we weren't at the level of PC Helps.** ”

- Darryl Head | Director, End-User Services

pchelps



Desktop Applications



Microsoft Migrations



On-Demand Training



Mobile Devices



After Hours



Projects & Development



Help Desk Augmentation



Desktop Application & Mobile Device Support

PC Helps Alleviates Pent-Up Demand for Application Support

Client Profile

JM Family Enterprises, Inc. is a \$9.4 billion diversified automotive company ranked by Forbes as the 17th largest privately held company in the United States. It is currently ranked No. 40 by a survey in FORTUNE® magazine of the 100 Best Companies to Work For in America and No. 77 on the InformationWeek 500 listing of the nation's leading information technology innovators. JMFE's primary subsidiaries and divisions include: Southeast Toyota Distributors, LLC, World Omni Financial Corp., JM&A Group, JMsolutions™, JM Service Center and JM Lexus. The company is headquartered in Deerfield Beach, Fla., with major locations in Jacksonville, Fla., Mobile, Ala., Commerce and Alpharetta, Ga. and St. Louis, Mo.



Business Challenge

JM Family Enterprises, Inc. has been partnering with PC Helps for about four years. The company's internal Help Desk associates do an excellent job supporting their proprietary applications and infrastructure. However, during the trial of PC Helps, the company discovered that they had a large pent up demand for off-the-shelf software support. The internal Help Desk could not provide the off-the-shelf software support that their associates needed. They had been spending a significant amount of time trying to solve their application problems and hunting for the power users among associates to help answer their questions. JM Family needed a provider like PC Helps to provide fast answers.

One of the key objectives of the trial was for the company to determine who the power users were who were performing ad hoc software support. We wanted to tell them, "Hey, there is now a place you can refer people to for software support. You can enable them to improve their efficiency while at the same time improve your own efficiency."

Solution

During the first 45 days of the PC Helps trial, response to the support service was overwhelming. Associates who had spent hours trying to figure out how to use their desktop software were now having their problems solved in minutes. The company also discovered which applications were causing the most problems for users. The internal Help Desk had only received isolated calls on various applications prior to engaging PC Helps. Without the off-the-shelf application expertise in house, it often took days to work out a solution. However, for example, PC Helps received hundreds of calls from the company's large number of Adobe Acrobat users once they discovered that their questions could get answered in minutes. Today, JM Family Enterprises uses the full range of support services offered by PC Helps.

"PC Helps provides a huge amount of proficiency and time savings for us." said Darryl Head, Director of End-User Services. "It allows us to do what we're best at, and lets our associates go directly to the experts for application support."

Results

PC Helps has certified experts in all of the application areas important to JM Family Enterprises. Associates appreciate that when they dial PC Helps, they are immediately connected to the group or the consultant who is most proficient in the application with which they are experiencing difficulty. No time is wasted with someone "trying" to help them. The value of and the satisfaction with PC Helps has been easy for JM Family Enterprises to track. Head says he often hears about the quality of and satisfaction with PC Helps services from associates who walk up to him when he is eating lunch in the company cafeteria or standing in line at the credit union, just to tell him that the PC Helps service is great.

PC Helps worked with Head and his team to customize comprehensive monthly reports designed to meet JM Family's needs and quantify the use and value of PC Helps' services. Trish Davis, service desk and dealer support manager, sums up the relationship with PC Helps saying, "Every interaction we have had with PC Helps has been nothing short of stellar. It is a pleasant surprise that the company is all that it said it would be and more."

PC Helps Support Profile

For more than 15 years, PC Helps has been providing immediate, expert, remote telephone support and training from U.S.-based call centers to over four million knowledge workers, 24/7/365 – with expertise on more than 160 desktop applications and mobile devices like Microsoft Word, Excel, PowerPoint, and BlackBerry.

Benefits:

- ROI for software and mobile device investments
- Eliminate need to increase internal staffing levels
- Increase customer service levels
- Maintain productivity levels before, during and after: OS, Office, and email migrations
- A faster return on your Microsoft upgrade investment
- Remove excessive training costs and off-site training
- Enhance the overall image of the internal Help Desk



Desktop Application & Mobile Device Support

PC Helps Alleviates Pent-Up Demand for Application Support (cont.)

Quality of Service

Clients' employees have rated PC Helps' service a 9.7 out of 10 based on the following key performance measures: Speed of connection, phone manners, product knowledge, speed of solution, and overall. 100% of the callers polled from JM Family Enterprises found PC Helps' service valuable and would want to continue using it.

Response Statistics

Abandon rate: 0.21%

Time to reach a Certified Computer Consultant (including ring time):

- Under 5 seconds: 87.6%
- Under 15 seconds: 90.7%
- Under 30 seconds: 99.4%

Downtime Analysis

Based on survey responses, JM Family Enterprises employees estimate the time to resolve their support issues without PC Helps would be 2.95 hours. Based on industry averages for labor costs, overhead, and benefits, JM Family Enterprises' **HARD-DOLLAR SAVINGS** by having PC Helps resolve these support issues in just a few minutes amounts to approximately \$80.73 per call.



“ We’ve gotten many **appreciation** letters, e-mails, and **compliments on the service**. The **kudos** have gone to our Help Desk but it’s really **PC Helps that deserves the credit.** ”