



Case Study

Solution:
IT Solutions

Client:
American Hospital
Association

Challenge:
Fill desktop application
support gap

Result:
Increased productivity and
customer service levels



“ **EXCELLENT** - [PC Helps] **exceeded** my expectations in [their] ability to fix the problem fast while teaching me how to **solve** it in the future should the issue occur again, and also provided a **follow-up thank you note** with **additional tips** for the **software**. ”

pchelps



Desktop Applications



Microsoft Migrations



On-Demand Training



Mobile Devices



After Hours



Projects & Development



Help Desk Augmentation



Desktop Application & Mobile Device Support

PC Helps 'Service As A Service' Success Story

Client Profile

The American Hospital Association (AHA) is the national organization that represents and serves all types of hospitals, health care networks, and their patients and communities. Close to 5,000 hospitals, health care systems, networks, other providers of care and 37,000 individual members come together to form the AHA.

Founded in 1898, the AHA provides education for health care leaders and is a source of information on health care issues and trends.



Business Challenge

AHA's CIO, Jack MacKay, maintains a competent internal Help Desk but recognized a gap in his support model when it came to questions on desktop applications like Microsoft Office, the Adobe Suite of products, and BlackBerry smartphones. Jack MacKay's business challenge was two-fold: fill this gap and elevate customer service levels while remaining cost effective.

Solution

In October 2007, AHA decided to partner with PC Helps. The AHA Technology Service Desk would continue to handle all hardware, networking, password resets, and proprietary application issues while allowing PC Helps to directly solve "how-to" questions for desktop applications like Microsoft Word, PowerPoint, Outlook, and Excel. PC Helps also assists AHA's BlackBerry mobile device users by providing training and assistance regarding features and functions.

AHA end-users can call the existing AHA Technology Service Desk 800 number, select the specified option for desktop application "how-to" support and receive immediate, live support 24 hours a day, 7 days a week from a U.S.-based, Certified Computer Consultant in just two rings or less. In the event that a caller presses this designated menu option in error, PC Helps' consultants work in conjunction with the internal AHA to get the caller to the support they need as quickly as possible.

Results

Customer service levels have drastically improved, and end-users have become more productive with the tools they rely on day-to-day.

Additionally, AHA has realized a significant cost savings since partnering with PC Helps. Based on survey responses, AHA's employees estimate the time to resolve their support issues without PC Helps would be 2.89 hours. Based on industry averages for labor costs, overhead, and benefits, American Hospital Association's hard-dollar savings by having PC Helps resolve these support issues in just a few minutes amounts to approximately \$72.37 per call.

Attesting to the success of the partnership, as well as Jack MacKay's ability to prove AHA's return on investment with PC Helps through monthly and quarterly quantitative Solution-based Call reports and Quality Assurance reports, AHA renewed the PC Helps contract. Results thus far have illustrated an increase in customer productivity, high customer service levels, and continued learning and time savings.

Quality of Service

Clients' employees have rated PC Helps' service a 9.5 out of 10 based on the following key performance measures: Speed of connection, phone manners, product knowledge, speed of solution, and overall.

Response Statistics

Abandon rate: 0.32%

First Contact Resolution Rate: 92%

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

- Under 5 seconds: 93.8%
- Under 15 seconds: 94.6%
- Under 30 seconds: 99.8%

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



Support Solved.