

ACT IMPROVES CUSTOMER SERVICE WITH HORNBILL'S SUPPORTWORKS ESSENTIALS

Submitted by: PR Artistry Limited

Tuesday, 24 March 2009

24th March 2009

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Leading smart card systems provider sees 20% increase in IT & customer support desk efficiency using Hornbill helpdesk software

Applied Card Technologies Ltd (ACT), an independent company specialising in the design, development and installation of smart card technologies, has recently selected Hornbill's Supportworks Essentials helpdesk software to support internal and external users. The IT team has first line agents as well as a second line team and developers using Supportworks Essentials to support customers. From initial installation the team went live to external customers after just three weeks. It has already increased the number of calls resolved at first line and reduced the number of calls logged through improved call management because first line support staff now have access to much more information about the caller, their systems and any known issues.

According to Mark Gingell, IT Manager at ACT; "Hornbill's solution stood out, both for product adaptability and cost. We felt that it offered everything we needed now and at the next level. We also felt an empathy with Hornbill in that our companies are of a similar size and they have a good customer oriented ethos.

"It was not just the functionality that Hornbill offered – we also liked the look and feel of Supportworks Essentials and formed an immediate emotional attachment such that we feel proud to show it our customers. We have already seen the number of calls reduced and 20% more calls being fixed at first line due to the increase amount of information that our service staff now have access to and we expect this to continue to improve."

The team has customised the system with a re-branding of the Customer SelfService portal, which has now gone live and enables customers to log and track call progress themselves. They have also tailored some of the utility functions, populating the database with customer and product information. When a customer logs a call, the agent is able to quickly identify the product version and any related known issues. Having the right information immediately at the point of call has enabled the team to provide a much improved service.

ACT regards Hornbill's Supportworks Essentials as an entry point to adopting ITIL best practice – it claims the new system enables them to introduce new working processes that will allow them to easily migrate to Hornbill's full ITSM solution in the future.

The team initially reviewed the finalists of the Service Desk Institute's Technology Supplier of 2008 award; Marval, Infra, Touchpaper and the award winner, Hornbill. Key criteria against which they measured the solutions and selected Hornbill included; cost, product adaptability, customer portal, usability, functionality, cultural alignment, maintenance and ongoing cost of ownership.

Gerry Sweeney, CEO of Hornbill Systems commented, "ACT's solutions can have a very high impact if there is a problem, so providing effective support to internal and external customers can be business-critical. As a technically proficient company, ACT's investment in Hornbill's Supportworks Essentials demonstrates its recognition of the importance of service. Supportworks Essentials has also enabled them to take the first steps in changing working processes in service provision that will stand them in good stead when they wish to adopt ITIL processes, particularly as there is an easy upgrade path to Supportworks ITSM. The efficiencies gained already clearly demonstrate that an investment in service management software can generate positive business returns."

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NOTES TO EDITORS

About ACT Applied Card Technologies

Applied Card Technologies Ltd (ACT) is an independent UK company specialising in the design, development, installation and operation of smart card transaction systems. It provides turn-key solutions and services to the Retail and Hospitality, Transport, and Tourism markets worldwide.

ACT smart card systems and services currently support some 9 million smart card holders. Its products are used in the Republic of Ireland, United Kingdom, Europe and USA and extend across a managed smart card POS estate of more than 135,000 terminals. In addition, ACT operates an extensive range of managed hosting facilities for clients, providing all that is needed for a successful smart media programme. ACT has ISO 9001 : 2000 quality accreditation covering all aspects of the design, build and servicing of smart card systems. ACT is an Oracle Partner and Microsoft Partner.

For more information: please visit: www.card.co.uk

About Hornbill Systems

Service Management software from Hornbill enables organisations to provide excellent customer service while benefiting from the economies of consolidation on a single technology platform. Supportworks' service desk templates are designed for rapid deployment within any employee or customer support environment, including ITIL-compatible IT Service Management, IT Helpdesk, Customer Service, HR and Facilities Management with the flexibility to build additional desks at minimal extra cost. Hornbill's software supports thousands of commercial and governmental sites worldwide. Hornbill Systems was founded in the UK in 1995 and has US offices in Dallas and New York.

Hornbill has earned many industry accolades including; Service Desk Institute "IT Service and Support Technology Supplier of the Year" for 2008, "Best Business use of Support Technology" with Sharp Electronics and "Support Excellence Award for Smaller Helpdesks" with Camelot in 2005.

High profile customers include Atos Origin (Athens Olympics 2004, Torino Winter Olympics 2006 and Beijing

Olympics 2008), Buckinghamshire Hospitals NHS Trust, London Borough of Waltham Forest, Greggs, London Metropolitan University, RSPB, Chubb Insurance, House of Fraser, Halfords, The National Archives, and Camelot.

For more information about Hornbill's solutions please visit <http://www.hornbill.com/>

For Company and editorial information contact:

Ann James

Hornbill Systems

Tel: 0208 582 8223

Email: ann.james@hornbill.com

Andreina West

PR Artistry

Tel: 01491 639500

Email: andreina@pra-ltd.co.uk