



blueArrow

Blue Arrow (www.bluearrow.co.uk)

founded over 40 years ago and now a part of the global staffing solutions provider CSG is one of the UK's largest recruitment businesses. Blue Arrow operates through six brand companies, Blue Arrow, Blue Arrow Nursing Care, PRN, Medacs, MTS and Austin Benn. With a network of over 200 branch locations, major on-client-site staffing operations, call centers and online operations, Blue Arrow provides end-to-end full service staffing solutions to thousands of different companies across the UK every day.

Business Problem:

Due to its very nature of operations – with personnel operating through more than 200 branch offices spread across the United Kingdom, many routine and periodical support issues were being handled by Blue Arrows technical support resources. Blue Arrow faced the following problems:

- High call logging costs – by highly skilled UK based technical resources – costing Blue Arrow approx. £150,000 p.a.
- The call life-cycle was not managed effectively. The technical help-desk attempted to resolve all issues, without a formal structure for proper logging and issue resolution.
- Attempting to resolve all issues first-hand meant that skilled technical resources were often caught up with trivial issues – resulting in a high call abandonment rate of 60%. Many calls were still being escalated to Tier 2 (external support agencies).
- Quetzal based call logging system provided limited reports and was not used properly.

Genisys Solution:

Genisys designed & developed a custom help-desk system called BASS (Blue Arrow Support System) on Microsoft .NET. This application provided efficient call management through a common web-enabled system which could be used across geographies with common databases for easy and customized reporting.

Blue Arrow skilled resources were re-allocated to tier 2 support resulting in a direct cost saving of more than 50%

Genisys re-engineered the helpdesk and support procedure, ensuring that all calls were logged. Genisys resources were trained to ask relevant questions and use proper judgement ensuring that support calls reached the 'right' person, quickly.

Tier 1 helpdesk offshore in India, Tier 2 and Tier 3 helpdesk On-site

Genisys helpdesk logs all IT issues and attempts to resolve desktop MS issues

Operational Statistics:

- Call abandonment rate is now less than 1%

- More than 52% of desktop MS issues are being resolved at Tier 1 (SLA agreed with customer is 30% as many of these issues are related to administrative permissions, to which our teams do not have access.)
- The team is shadowing customer's system and resolving all MS issues.
- 30% problems relating to internal software of Blue Arrow is also being successfully resolved.

Contact

UK

Geoff Westall

Email: geoff.westall@genisys-group.com

India

N S Biju

Email: ns.biju@genisys-group.com

US

Jas Bedi

Email: jaspreet.bedi@genisys-group.com