



## How WM-data deployed the best service management solution for the European IT market



### Industry:

Services Marketplace

### The Challenge:

Replace the limited functionality and high running costs of an old service management solution.

### The Solution:

To drive the cost of service down while improving the value derived by customers, growing their business as a result of the continuing referrals provided by satisfied customers.

### Business Areas:

Call Centre  
Field Service  
Repair  
Logistics  
Inventory Management  
Contracts Management  
Customer Self Service  
Customization Toolkit

### Number of Users:

100 users

*In simple terms, we have achieved significant growth over the last five years supported by an effective system enabling us to provide the right services to customers because of the ability to understand and work with customers to help them manage their IT performance and costs and provide them with solutions to match their needs.*

*-Lotta Rohdin, WM-data Sweden*

WM-data, established in Stockholm in 1969, is a leading supplier of value-adding IT-Related services in the Nordic region, with consolidated sales of about SEK 8,000 Million, employing 8000 employees in over 100 offices. WM-data delivers services to a wide range of sectors including the public sector, manufacturing industry; retail and logistics; finance and utilities. The company's strong brand, financial stability and comprehensive experience serve as the foundation for its leading position.

WM-data have a strong history of excellent customer service dating back to start of operations in 1969. Their aim has been to build upon this reputation and provide cost effective service levels bringing best practice service support and setting new levels of service in their industry. The support provided to customers is broad, ranging from IT Strategy and Consulting, Customer Relationship Management (CRM), Supply Chain Management (SCM), Infrastructure Management (Data Centres, Communications, IT support) and Outsourcing & Managed Services.

### *WM-data improving customer satisfaction*



Like many companies with legacy systems and solutions WM-data started to face challenges – finding it progressively harder and more costly to provide the level of service they felt their customers deserved. Reasons for this included the vastness of Sweden, with a low density of population outside urban areas, and diversity of their customer base. The underlying problem was the lack of an integrated service management solution that could provide staff, at all levels in the organization, with the visibility necessary to deliver consistent high levels of service across the region.

What was required was a solution that would provide all service personnel with a complete, end-to-end view of all interactions with each customer, which at that time was not achievable with their existing service systems.

Having the right solution would enable them to improve efficiency and productivity across their total service operation, especially in servicing more complex products and solutions. It would provide better utilization of the specialist skill sets of field engineers and enable them to synchronize the right skills with the right tools and the right parts, to achieve a first time fix within the agreed SLA response time.

The new system would not only need to deliver such requirements, but would also have to support all the service agents and instill confidence in the staff-confidence in a system that would support their own performance, and enable provision of top level service and satisfaction to their customers.

*The cost-effective quality of service delivered has become the trade mark of WM-data and sets a benchmark for the competition.*

WM-data considered the above criteria to be a basic essential, and set out a number of additional requirements they felt would also be essential to deliver their vision of transforming their customer service solution from the old-fashioned high cost methods into a low-cost, but high-value way of working that would keep existing customers and attract new ones. In addition, they wanted to work more closely with their customers by becoming customer-centric, with customers fully engaged in the company's core business and product/service development processes. To achieve this they knew they would also need a solution that could enable an effective Customer Management strategy.

## ASTEIA Customers in Action:

As was outlined above, their existing business processes and old systems were obstacles detracting from the aim of introducing major change in strategy and operation. However, they now had the task of sourcing a solution that could successfully help them create their far-reaching vision.

To that end they documented without compromise their strategic, business and technical requirements to deliver the vision and conducted a structured evaluation of a wide range of Service Management applications. The company and product that showed itself during the extensive market evaluation, as able to provide the best fit, was the Astea Alliance solution.

At this stage WM-data still had to face the challenge of implementing the solution while continuing to maintain the high levels of service their customers had become accustomed to over the years. The only realistic solution lay in initially putting the Astea system on top of existing processes, even though these were acknowledged as imperfect. This process is normally a recipe for disaster, however the two teams (Astea and WM-data) formed a strong partnership which provided Astea an insight into the nuances of WM-data's operation and allowed the WM-data team to effectively utilize the best practices brought by Astea.

*The results were spectacular* - not only did the implementation succeed completely, but once the Astea solution was in place, it provided the promised added value required. The teams also captured best practices and combined them with cultural values to develop powerful new business processes. This resulted in a solution that is delivering some of the best service in the world with highly satisfied customers as testament to the fact.

*The fundamental reason for the success of the implementation was when Astea worked with them as an equal partner building the optimum solution together to provide the end user customer with a high value solution.*

*Lotta Rohdin, WM-data*



*WM-data's success has come from leading edge thinking which has included:*

- Establishing a challenging vision of service and moving from a legacy environment that constrained their ability to deliver service and de-motivated their staff;
- Implementing the vision without compromise; adopting an holistic approach to improving their Service support infrastructure;
- Ensuring that the surrounding organization and business processes were re-engineered towards 'best practices', as provided by the Astea solution.

Over the last 3 years the results have proven to be outstanding. First and foremost, they have reduced the cost of service for customers of their IT, while providing the customers with the ability to build and implement stable platforms, illustrated by fault call reduction of 75%; adding value to both WM-data and their customers.

The most satisfying part for WM-data since the implementation of the Astea solution, is that they have not only been able to deliver significant improvement in service to their customers, but have been able to track the many business benefits they have delivered into their customer's service operations as well as observe benefits within their own organization. Most importantly, they have maintained their differentiation from competitors through close partnership with Astea, both during the implementation and afterwards, to support the overall project while the system was tuned and honed to deliver the necessary support.

The ongoing support from Astea has additionally enabled them to continue to drive the cost of service down while improving the value derived by customers and growing their business as a result of the continuing referrals provided by satisfied customers.

***Close working with customers and suppliers coupled with efficient processes focused on delivering value to the whole customer has brought with it success.***

*- WM-data*

### **Business Growth:**

- Utilizing innovative new Astea technology tools including System Self Service to provide 24x7 customer access and call logging, for greater customer convenience and duplicate call entry.
- Knowledge enhancement and increased awareness of the IT problems of customers used to make their platforms more stable, reducing the number of calls and contributing to a higher value gain for customers.
- The additional offerings of 2nd and 3rd level support services to other IT vendors, providing a complementary service to partners, seamlessly integrated to the core system.
- Customers regarding WM-data as a trusted advisor and partner and consequently more prepared to consider them for outsourcing.

### **Improved Customer Satisfaction:**

- More responsive capture of customer/job details, customers and engineers working closely together, adding value and reducing wasted visits.
- Better motivated, more effective engineers, supported by the operation.
- Accurate contract monitoring and WM-data accountability for performance.

### **Reduced Operating Costs:**

- More effective reporting of business and operational metrics; monitoring performance assists in continuously improving service delivery.
- Improved remote resolution of calls, 95% of calls resolved with an 'on-site' visit has been reduced to less than 50%, producing lower costs and improved performance.
- Working with customers to reduce their costs through keener knowledge of issues and resolutions.

*We now work pro-actively with our customers as Astea has given us the ability to identify key data that we can improve upon and bring value to the customer.*

*- WM-data*



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