

United Kingdom & Ireland Service Desks

Delivering a
consistent and
compelling
IT service
experience

FUJITSU

shaping tomorrow with you

The difference is Fujitsu



At Fujitsu, we believe the Service Desk lies at the heart of delivering impeccable service. It provides the much needed insight to ensure the service improves and evolves, whilst always meeting and exceeding your expectations and those of your users.

Delivering a high quality user experience

Clients tell us that they see the Service Desk as their 'shop window' and as such are entrusting Fujitsu to help manage their organisation's perceptions of IT. This is why we consider the quality of user experience as a key measure of how effectively we are developing our service. It's also the key reason why we look beyond contractual SLA measures to assess the true benefit and value we are delivering to clients.

To achieve this, we ensure all our people understand what matters most to your business so that our agents can respond accordingly. We measure our service both at a strategic and operational level identifying the value the Service Desk is creating to clients.

At the same time we recognise that hard metrics, such as First Time Fix (FTF) and Average Elapsed Time (AET), are an absolute necessity for keeping check on service levels and include them as part of our standard SLAs. In addition, we can provide different response times as part of our flexible offering to ensure we reach what matters to you, in line with your specific cost and business support requirements.

It's a FACT: UK & Ireland*

- Over 70 customer accounts
- 12 service desk locations in 10 UK&I towns/cities
- Over 600 employees
- Over 3 million contacts per year

*correct as of November 2012

*“ 12 service desk
locations in 10
UK&I towns/cities ”*

Foundation and Flexibility

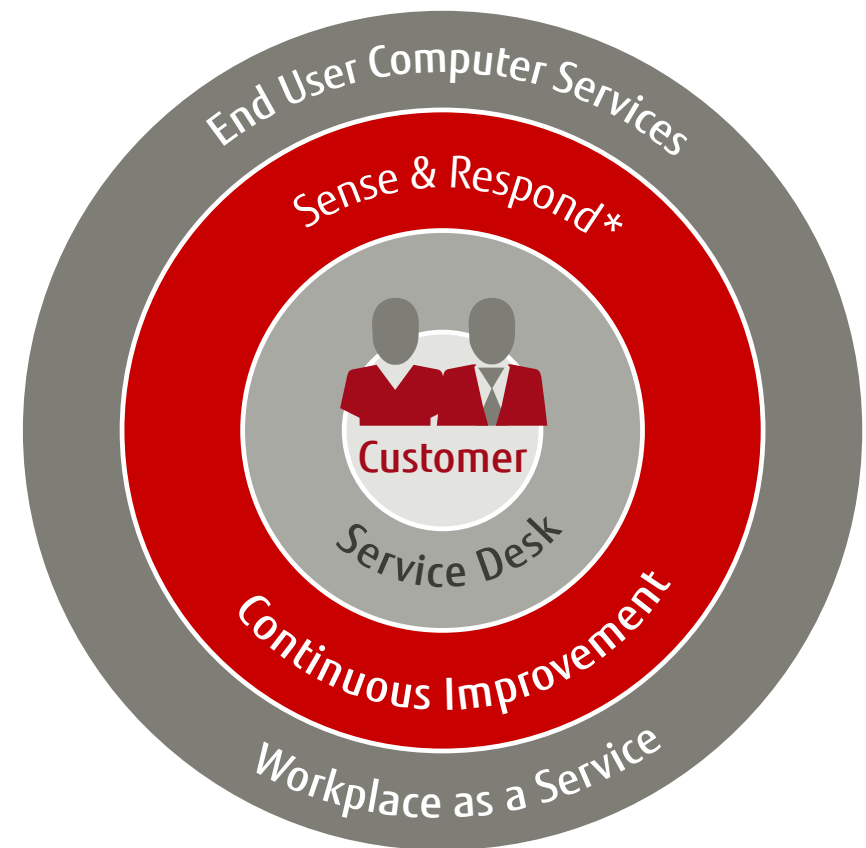
Fujitsu's Service Desk services are based upon a standard approach and principles which enable the delivery of high quality, consistent and tried and tested processes e.g. the management of Incidents. This provides the foundation of our Service Desk services.

However, Fujitsu recognises that each customer's business needs are different and that the IT service solution (and therefore the Service Desk solution) enabling that business will likewise be different. In order to meet this need, on top of our foundation, we take a flexible approach to the delivery of service desk services. This means that, for example, service components may be added or removed and service levels can be flexed in order to deliver the appropriate service for the business need.

What our customers say matters...

"The advantage of using Fujitsu over any other supplier is that most improvements are generated by our partner and not as a result of a request from within the organisation."

"It is not unusual to get a call stating if we change this we could reduce fault resolution or your costs by £x, what do you think?"



Understanding the global enterprise



Prospective clients regularly tell us they require quicker and more consistent responses to resolving their IT problems. They want a personal touch to their service. They expect a cost effective solution which allows for easy implementation and successful ongoing delivery, wherever their business operates. The challenge for many organisations is how to link their Service Desk with enterprise technology and business strategy in a cost effective way so it's available anytime, anywhere.

In response, Fujitsu's global Service Desks have been strategically located to offer 'follow the sun' capability and are supported by local Service desk operations in forty countries and five continents. It means we have the global and local presence needed to best serve our clients and act as a single virtual Service Desk, wherever and whatever the scope or scale of your business.

The geographical reach, coupled with our unique approach, enables us to offer flexible, blended service solutions to meet your specific requirements at the best cost. We also have the capability to support your end-users, whether staff or customers, across multiple channels and in multiple languages whilst delivering a high quality user experience.

Our global reach has been achieved through organic growth in the Fujitsu group of companies allowing us to ensure that our Service Desk philosophy and culture is consistent worldwide. It's just one of the reasons Fujitsu has become an industry leader in this market – with over 1,400 clients globally relying on us to manage their Service Desk.

It's a FACT: The Global Picture*

- Over 30 supported languages
- 5 Major Global Delivery Centres
- Over 2500 employees
- Handling over 17 million contacts
- For over 1100 customers
- Supporting private and public sector organisations

*correct as of November 2012

“...we have the global and local presence needed to best serve our clients and act as a single virtual Service Desk, wherever and whatever the scope or scale of your business.”

Wherever you are, we are

■ Global reach

A single point of contact for all incidents, problems and requests from your users worldwide

■ Multi-channel capability

From phone to email, web chat and fax - plus web enabled services, including self-help and collaborative browsing

■ Multi-lingual support

Calls are answered using agents that are fluent in the caller's language

■ High quality agents

Well educated and fully trained personnel focus on delivering the highest service standards

■ Management of third-party support providers

For incidents and requests plus performance reporting

■ A standardised, high performance Service Management platform

Following ITIL guidelines and ISO/IEC 20000 compliant

■ Commitment to continuous service improvement

To keep the service in tune with business priorities

Delivering consistent robust services

Our Service Desks are built on robust standards that reflect our years of experience in delivering IT services and align to the ITIL service management framework and the ISO / IEC 20000 industry standard.

Underpinning and enabling our services to you is TRIOLE for Services (TFS), Fujitsu's global preferred solution for service management, delivering an industrialised, best practice approach.

TFS is built on the core TRIOLE principles of standardisation and reuse - enabling cost-effective, future proof provision of services. It delivers market competitive functionality complemented with robust industry aligned business processes.

“Fujitsu has been positioned in the “Leader quadrant” in Gartner’s Magic Quadrant reports assessing Desktop and Help Desk Outsourcing services in Europe for 4 consecutive years.”

Delivering value through the way our people work

We believe it's our people that make a difference - they play a critical role in how we deliver value to clients. Our approach is underpinned by Lean, a philosophy derived from the Toyota Production System reflecting our Japanese heritage.

Fujitsu's implementation of Lean in a service environment is called Sense & Respond. It's an approach that encourages and empowers our agents to optimise and continuously refine processes, eliminating waste. The focus is on understanding what really matters to customers and always finding better ways to deliver it. Essentially, our agents think intelligently about the service we deliver - not just fixing problems but identifying the root cause and seeking out opportunities to drive improvement. Sense & Respond underpins our approach to driving continuous improvement and innovation - to maximise the value of the service we deliver and keep it firmly in tune with your changing business needs.

How Sense and Respond works in practice

Service Desk agents hold a quick, highly structured meeting early in their working day, using a 'Lean communications cell'. Importantly, it's not run by management - but by the agents themselves.

As well as reviewing the usual contractual metrics, agents systematically examine any current issues, concerns or trends in order to identify practical countermeasures. They then ensure that responsibility is assigned for tracking the issue through to resolution

- or escalating it to a manager if necessary. Wherever possible, the aim is to have a fix in place by the end of the day and for the newly refined process to become standard practice if trials show it works well.

Additionally we run workshops with key user groups in order to ensure we understand what the users need from the service and jointly identify areas where we can deliver service improvements.

Ultimately, it means that a Fujitsu Service Desk is far more than a Call Centre. It's a key instrument in driving every day improvements and innovations in the service being provided to your users.

Measuring improvement

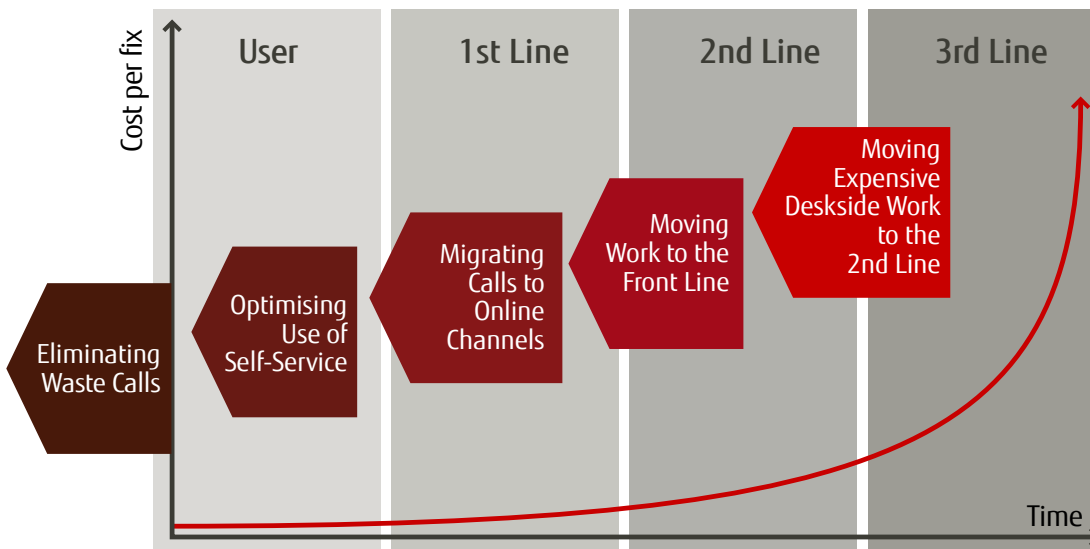
We have also recently introduced a methodology to measure our improvement in order to ensure and prove that the work we do continues to drive and deliver service excellence.

The tool we have developed allows us to objectively measure key process/procedure criteria. It enables us to not only evaluate whether a desk is using the correct corporate process, but more importantly, how they are using such process and procedures to deliver value and actively improve service delivery.

“...we run workshops with key user groups in order to ensure we understand what the users need from the service.”

"Shift-Left" - moving the resolution closer to the end user

Our 'Shift-Left' approach also seeks to automate key processes and proactively reduce the burden of support. For instance, we empower users to self-serve by fixing common and easy to solve problems themselves, such as password resets, and use remote management tools to identify potential issues before they impact on user performance. This brings solutions closer to the user making the resolution cheaper and faster - at the same time, improving user satisfaction.



"Shift-Left": Making a real difference

- Enables fixes by front-line staff rather than by sending engineers to site
- Provides self-help portals for Users as an alternative to placing calls on a Service Desk

The benefits of this approach are:

- Improved user experience
- Reduced Average Elapsed Time
- Improved First Time Fix
- Reduced cost of service

Contact us today

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