Customer Case Study:
WBM Technologies

WBM Technologies Awarded 2024 HDI Best Service and Support Organization

PROJECT OVERVIEW

The WBM Service Desk had expanded significantly, prompting the need for a fresh approach to maintain their competitive advantage and remain as a key differentiator in their business. While WBM was meeting performance targets with key clients, they recognized the necessity to enhance their practices further and sought to implement standardized procedures to improve their service quality and team effectiveness. In the search to reinforce the foundation of their Service Desk and identify a strategic partner, they connected with HDI. They embraced HDI's mission and valued HDI's Support Center Standard as it reflected industry best practice, aligned with their goals, and complemented the approach of other WBM business units.

In addition, joining HDI's community has garnered them valuable insights and connections, which lead to their current involvement with HDI's Strategic Advisory Board. This has enriched their global network and enhanced their industry knowledge for both the leadership and service desk team.

It has been 3 exciting years since we've embarked on our journey with HDI and I can proudly affirm that each year has seen WBM grow in maturity, adoption of best practices, and successfully evolving our team. We've wholeheartedly embraced the HDI framework in almost every way possible; through active engagement, training certifications, and sharing our successes with our clients.   - Esther Pham, Director, Enterprise Service Desk

BACKGROUND

WBM Technologies LP, a privately owned company, is a Western Canadian leader in providing outcome-driven information technology solutions. As a best-in-class Managed Service Provider, WBM offers a comprehensive range of integrated technology solutions, focusing on the user experience and including the Enterprise Service Desk. Their primary goal is to be the best locally based IT partner in Western Canada, offering key services across four major service pillars: Print Solutions, End User Computing, Data and Security, and Enterprise Service Desk. WBM's Enterprise Service Desk services cater to both public and private sector clients globally, providing 24x7x365 support for a seamless IT experience.

HEAR FROM WBM'S DIRECTOR, ENTERPRISE SERVICE DESK, ESTHER PHAM, ABOUT IMPROVING SUPPORT WITH HDI:

A fundamental first step in the growth and advancement of WBM was the move from transactional sales to a strategic relationship model. This was designed to build long-term engagement around customer value and partnership. Following this approach, the WBM technical and service management team have emerged as a powerful and proven driver of organic growth for our company.

WBM's service offerings encompass our innovative Experience UX Platform, leveraging a collaborative, people-centric approach throughout our services and staff. The Service Desk is vital for both existing clients who are expanding across our range of services and as an entry point for potential new clients.

Investing in the team responsible for technical support and service management is paramount for the success of any business strategy that directly influences customer satisfaction, reputation, retention, operational efficiency, and competitiveness. This serves as a key differentiator for WBM, with the majority of our staff being foundational to technical and service management, and ensuring seamless experiences with essential business tools.

Particularly, during the pandemic, technical and service management were proven as essential to business and continue to play pivotal roles in maintaining service continuity, customer satisfaction, and loyalty through timely issue resolution and reliable performance. Efficient support enhances brand reputation and fosters positive word-of-mouth marketing, especially in industries where customers demand high-quality service. Moreover, effective service management reduces customer downtime, enhances operational efficiency, and contributes to overall IT maturity. This is essential for building customer trust, fostering business growth, and remaining competitive in the market.

ESTHER PHAM, WBM'S DIRECTOR, ENTERPRISE SERVICE DESK

"WBM's experience with the Best Practices Assessment has been overwhelmingly positive since the beginning of our engagement. In fact, the resounding feedback from the team is that we should have pursued this opportunity sooner. We required a unique approach as a Managed Service Provider (MSP) with multiple service desks, and the HDI team was able to provide a customized solution that was effective and actionable. HDI's framework and support team have played a pivotal role in enhancing our maturity level, pinpointing areas for growth, and integrating essential elements of the framework into our services, which have become significant key differentiators for our service."

KEY RESULTS

Employee Satisfaction:

- Engagement survey results increased:
    - Q1 2022: 79%
    - Q2 2022: 89%
    - Current: 92%
- Improved focus on retention, agent satisfaction, skills progression, and career development
- Key to improving employee satisfaction and providing immediate feedback

Processes and Roles Documentation:

- Improved focus on defining and documenting processes and roles
- Added clarity to support structure
- Increased communication, awareness, and collaboration within the team

Knowledge Management Process (KCS)

- Improved focus on standardization and automation across Service Desk team

Workforce Management:

- Before HDI consultation, employee satisfaction was not formally tracked
- Forecasting and scheduling variance improved from 20%+ to +/- 5-10%
- Gained cross-skilling opportunities from improved agent utilization

LOOK NO FURTHER THAN HDI FOR YOUR CONSULTING NEEDS

IT support organizations provide a truly invaluable service: always ready and willing to solve complex problems at a moment's notice.

At HDI, our ITSM and IT support consulting services have been providing highly-customized, expert guidance and support. With renowned expertise in all aspects of ITSM and customer support, we're your most trusted resource for optimizing your support center strategy, operations and people.

We provide recommendations for key practices such as:

- ✓ Artificial Intelligence and Automation
- ✓ Knowledge Management
- ✓ Incident Management
- ✓ Problem Management

- ✓ Service Level Management
- ✓ Service Catalog
- ✓ Change Management
- ✓ Workforce Management

Through Support Center Certification, broad-based and targeted Best Practice Assessments, and focused Health Checks, our comprehensive services reflect the most current frameworks, methodologies and standards.

CONTACT US TO ELEVATE YOUR ORGANIZATION'S PERFORMANCE.
Learn more at ThinkHDI.com/Consulting

ABOUT HDI

For more than 35 years, HDI has partnered with thousands of professionals and their organizations to improve their performance by helping them to: drive change, harness knowledge, transform teams, make connections, and turn challenges into opportunities. HDI empowers the technical support and service management community to advance their strategy, operations and teams through optimized service delivery. From the employee to the enterprise, HDI transforms service and support through its comprehensive lineup of training and certification courses, industry-leading annual conferences, results-driven consulting services, community-based networking opportunities, and insightful research and informational resources.

What does HDI stand for? HDI stands for smarter service resulting in better business outcomes. Learn more at **https://www.thinkhdi.com**.

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