




GMS Reduces Lost Time to Protect the Bottom Line

Customer Profile:

 Oklahoma City	2008 Start-Up Date	7 Fulltime Employees
	50 of 80 Customers account for the bulk of volume	Healthcare, Financial & Professional Services Industry focus

Key Challenges:

Substandard response times	Two large customer contracts had been at risk due to poor response times	Appropriate in-house staffing levels impossible to determine and too costly
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Benefits/ROI:

TeamLogic IT of Oklahoma City staff confidently pitch and win help desk business because they know GMS delivers	sub 60 seconds Average live answer rate	90% + Ticket completion rate
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When facing routine IT issues, highly-paid professionals such as architects, doctors, CEOs and lawyers, demand immediate solutions. Without access to their technology, productivity plummets. Lost time directly affects their bottom line.

"Sixty per cent of service request calls are from users that can't wait to get onto their desktop, laptop, tablet or smart phone because that adversely affects their productivity and income," says Davis Merrey, CEO, TeamLogic IT of Oklahoma City. *"Our clients expect us to deliver immediate service."*



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Although several help desk relationships had unraveled due to poor response times and ticket handling issues, Merrey knew that expanding his in-house team to support demand was economically prohibitive. Staffing would also be an ongoing challenge due to unpredictable call volumes, employees quitting or calling in sick and the nationwide shortage of reliable, certified technicians of which everyone is well aware. As a result, Merrey sequentially attempted to outsource help desk activity to two separate providers before settling with GMS.

“The first two suppliers nearly cost us two large clients as they simply didn’t deliver on the required response times, which was precisely why we’d partnered with them,” says Merrey. *“I knew that I had to get the right provider the third time out.”*

TeamLogic’s CEO personally recommended GMS. To get it right, significant upfront communication was key to setting the stage for a successful, long-term relationship. Of course, email played a role, but multiple conference calls between GMS’ account management team and Merrey’s technical managers were prioritized to set expectations and guidelines, develop shared goals and create a mutually agreeable resolution process.

“Help desk services are essential to the TeamLogic IT business model, so our help desk services absolutely must deliver on customer expectations and GMS makes that happen for us,” says Merrey.

On the rare occasion that TeamLogic IT of Oklahoma City and GMS face an operational issue, they work through it together. Merrey appreciates the fact the GMS team takes responsibility without trying to rationalize or defend their position.

“I measure the worth and value of a working relationship by how things are handled when something goes wrong and GMS has reacted in a way that confirms the success of our relationship,” says Merrey.

Initially, customers questioned the transition to GMS because they really liked dealing with people they’d already come to know. However, once they recognized the inherent benefits of the GMS help desk, there haven’t been any issues.

Partnering with GMS allows TeamLogic IT of Oklahoma City to keep customers happy while significantly growing its business without the risk, hassle and cost of continually adding in-house staff.

“Half of our eligible customers are now with GMS and we fully intend to transition the rest in the next six months,” says Merrey.

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