DATACOM

Colgate Palmolive trusts Datacom to deliver a multilingual service desk to internal IT users across Asia Pacific

COLGATE-PALMOLIVE *PTY LTD*

Colgate Palmolive is a global consumer products company

Colgate Palmolive is a multinational consumer products company with annual sales of US $12 billion and operations in 200 countries. Colgate Australia, the local subsidiary of this global giant, is best known for its household, healthcare and personal care brands including Colgate, Ajax, Dynamo, Cold Power and Cuddly.

To create a consistent level of IT support for staff across its Greater Asia and South Pacific regions, Colgate sought a specialist technology services provider to consolidate multiple internal and outsourced help desk arrangements.

Datacom's centralised service desk support to Colgate's 3,000 employees in 12 countries has given Colgate visibility over its genuine call volumes and increased first time resolve rates for technical queries, to boost satisfaction amongst Colgate's internal IT users. The success of the Asia Pacific service desk means Colgate is now looking to expand the Datacom service into other countries across the globe.

Standardising approach across Asia and South Pacific to address support issues

Warwick Hutton, IT Infrastructure Director for the Greater Asia and South Pacific Divisions of Colgate Palmolive, explains why the company's multi-vendor, combined in-sourced and outsourced help desk support model was ripe for review.

"There were inconsistencies with our technical service desks across the region. Each country had their own help desk solution and there were huge variations in the quality of user support."

"We had no visibility over common or recurring issues because there was no central tracking of key performance indicators. Sharing processes and knowledge across countries was difficult."

A challenge on three fronts: call volumes, speed and service levels

In Australia, Warwick explains, Colgate's internal service desk ticketing system presented numerous challenges.

"We had anecdotal evidence on customer service levels and were relying on word of mouth to assess service desk effectiveness."

"When staff members had technical problems, help desk would individually go on-site to fix it – we were operating on what I call 'butler service'. At the same time, we had feedback from staff that they couldn't reach the service desk. One part of our organisation was getting fantastic support and another was not getting enough."

> *"The challenge was accepting more calls, spending less time on each call to achieve greater volumes, and satisfying users who were accustomed to excellent levels of support."*
> Warwick Hutton, IT Infrastructure Director, Greater Asia and South Pacific Divisions

Datacom's selective sourcing style beats big bang approach

Colgate began its search for a supplier by investigating its existing global arrangement with a tier one outsourcing provider.

"One of our most important KPIs was a high first time resolve rate; we wanted a partner to provide more than just a logging service. When we examined the service providers Colgate has global deals with, we uncovered an issue – we wanted to start small with a pilot rather than jumping into an all-encompassing agreement."

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> *"We chose Datacom because they are nimble, willing to listen and engage in a flexible pilot agreement with the capacity to build on that regionally - rather than trying to lock us in from the outset."*
> Warwick Hutton, IT Infrastructure Director,
> Greater Asia and South Pacific Divisions

Pilot service desk uncovers genuine call volumes

When Colgate engaged Datacom for a pilot project supporting 600 users through the service desk and on-site support in Australia, "The 50 technical support tickets we were previously receiving each month jumped to 300 almost straight away," says Warwick.

"After engaging Datacom, there was a six fold increase in the calls handled each month - so we knew immediately we were beginning to capture all the incoming queries."

Shortly after, Colgate took Datacom's service support into New Zealand.

Colgate extends the Datacom partnership to Asia and beyond

Today, Datacom's service desk team answers 3,000 calls per month in English, Mandarin and Thai.

Datacom provides:

- First level support to 3,000 users
- On-site support across 12 countries
- Call logging for second level support and escalation to Colgate's internal team as appropriate

Warwick explains, "Over the last three years we've expanded Datacom's scope of services. After outstanding results in Australia and New Zealand we decided, with Datacom, to move the service desk into Malaysia, so we could scale up to support Asian countries including Vietnam, Thailand, Philippines, Hong Kong and China."

"Working with Datacom has made a huge difference to the consistency of support. Now we have one central ticket system where we can see every ticket that's been logged across 12 countries."

Datacom supports Colgate Palmolive in:

- Malaysia
- Singapore
- Brunei
- Australia
- New Zealand
- Fiji
- Papua New Guinea
- Thailand
- Philippines
- Vietnam
- China
- Hong Kong

Self service web interface helps lift customer satisfaction

Beyond logging jobs to the technical service desk via calls and emails, Colgate users can now log on to a web interface to create help desk tickets via a website. This means users can track the resolution of issues themselves, at any time.

"Datacom has lifted our first time resolve rates across all countries, with satisfaction levels increasing as we refine the help desk process. Conducting regular surveys allows us to rapidly pinpoint areas with issues and address them."

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"One thing I appreciate is that they take ownership of each ticket, following up with users and, where necessary, with Colgate's internal IT team to ensure issues are resolved quickly. If users want an update they call the Datacom help desk, which either has the update, or gets it."

Regular surveys reveal Colgate's internal users are more satisfied with the performance of their technical support since Datacom's creation of a centralised service desk.

> "The business now has confidence that our users – from Wellington up to Shanghai – are getting the support they need to do their jobs."
> Warwick Hutton, IT Infrastructure Director,
> Greater Asia and South Pacific Divisions

Identifying Top 10 issues drives continuous improvement

Warwick continues, "Datacom helps us identify the most common 'Top 10 tickets' regionally. This is our chance to reduce tickets before they happen – whether it's via training or systems changes."

"Datacom proactively work with us to fix problems and bring the number of help desk calls down."

Colgate uses Datacom's scale to lower technical service desk costs

"Outsourcing to Datacom saves us substantial money compared to what it would have cost to scale our internal help desk to the same level. Plus Datacom delivers multilingual support in English, Mandarin and Thai, which we could not have done internally."

"As Datacom is using one system regionally they review tickets across countries to see if a solution has been found for that problem, elsewhere. We reap the benefits in significant productivity improvements and efficiencies from faster services and greater knowledge across the business."

> "The standard and consistency of Datacom's account management team is impressive. We don't deal with a new account manager every month – that's refreshing and different, when compared to the 'tier one' vendors."
> Warwick Hutton, IT Infrastructure Director,
> Greater Asia and South Pacific Divisions

What's next? Rollout to other areas within Colgate

With success in Asia Pacific, Colgate is looking to expand the Datacom service desk operation into other countries in the Greater Asia Division. This would involve further language integration and more time zones covered. The long term plan is to have a service desk covering all time zones in Greater Asia 24x7.

"People view our help desk as professional, a major difference from when we ran it internally."

The benefits of using Datacom:
- One service desk for 12 countries across Greater Asia and South Pacific
- Multilingual support in English, Mandarin and Thai
- First time resolve rates continually improving
- Boost in customer satisfaction in nine months
- Extended operational hours – 18 hours daily, soon to be 24x7

Datacom is one of the largest Australasian-owned professional services companies, offering customers flexibility and choice, an open book approach to business and a customer focus second-to-none. With over 2,200 staff Datacom services a broad clientele including Microsoft, IBM, Hewlett Packard, Manpower, GE, Medibank Private, Norfolk Group, APN News and Media and a range of both Federal and State Government departments.

Founded in Christchurch New Zealand in 1965 and established in Australia in 1992, Datacom has a successful 42 year trading history. Datacom's capabilities include IT infrastructure management and support services, corporate service desks, data centre hosting, application and CRM development, outbound marketing programs and contact centre solutions.

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