Action Man Supported by HEAT
Hasbro Uses Automated Help Desk to Maintain Critical I.T. Systems

Company Name

Hasbro Inc.

Industry

Manufacturing

Business Benefits

- SAP support
- Reduced desk top down-time
- SLA monitoring

Quick Stats

Products:

- HEAT sos
- iHEAT
- HEAT Self-Service

Employees

- 1,800

Users:

- 6 first line support technicians (5 mobile)
- 3 SAP administrators
- 5 infrastructure team

BACKGROUND

Hasbro Inc. is a worldwide leader in the design, development, marketing and distribution of toys, games and lifestyle gifts. Classic brands include Action Man, Monopoly, Furby and Poochi together with an exciting range of hot licences such as Tweenies, Basil Brush and Bill and Ben to name but a few.

Over its 75-year history Hasbro has grown from eight family members working in a small shop to become a global leader in children's and family leisure time and entertainment with approximately 9,500 employees worldwide.

Hasbro's ambition is to be seen as the leading provider of play and fun the world over. Today, Hasbro's emphasis is to develop its great brands and provide, safe, quality and innovative products for all style of play – outdoor play, creative play, fantasy play, game play and so on.

MANAGING THE I.T. ENVIRONMENT

Hasbro relies on a SAP, Enterprise Resource Planning (ERP) system to automate many of its essential processes and maintain the smooth running of its manufacturing operations. To ensure the SAP system runs smoothly Hasbro has invested in three SAP analysts dedicated to maintaining operations. In addition to the ERP system, Hasbro has 1,800 employees throughout the UK and Europe using desktop computers in their daily work. For Hasbro, IT plays an essential roll in the manufacture and distribution of toys. It is therefore essential to keep downtime to a minimum and an automated help desk, HEAT provides the solution.

OPTIMISING THE VALUE FROM I.T.

Initially, Hasbro operated a manual help desk

relying on a paper based system to record employees IT faults as they happened, on average the help desk received 800 calls per month. The system was laborious, costly and time consuming to administrate with limited benefits. The paper based system only allowed a rudimentary level of reporting, there was no knowledge sharing and there was no way of prioritising the calls that came in. As well as the in-house support team, support was also outsourced to a third party. Calls and responses to the outsourced company were not monitored or tracked to ensure that Service Level Agreements (SLA's) were being met or that the service was up to scratch.

"Because we now log every call that comes in to the help desk, we have a true picture of what is and isn't working and we can be proactive in setting users expectations."

Todd Kang, Technical Support Analyst, Hasbro

Since its installation, HEAT has been optimised to ensure Hasbro uses its resources to gain the maximum business advantage from its IT infrastructure. Using HEAT, analysts on the help desk are able to provide a far superior service to their colleagues, support the business

critical ERP system and monitor SLA's in place with third parties.

By logging each call to the help desk and using the escalation facilities in HEAT, the support

team have a global understanding of the IT environment. "Because we now log every call that comes in to the help desk, we have a true picture of what is and isn't working and we can be proactive in setting users expectations," commented Todd Kang, Technical Support Analyst, Hasbro.

RE-EVALUATING THE SUPPORT DESK

When the decision was made to upgrade the database from Access to Microsoft SQL Server, the IT team took the opportunity to review what is required from the help desk. It was also an opportunity to clean the information held in the database to increase the system's performance.

"By re-evaluating what we need from the system we have customised views for specific groups, so the SAP team can see instantly what is happening in the SAP environment. HEAT removes the gut feel factor, we have hard facts and figures to back up our decisions," commented Kang.

iHEAT was installed to make the mobile analysts more efficient. First line support technicians are able to close, update call logs and retrieve calls across the web. Therefore analysts save time and effort as they go about their daily jobs. "We found that by implementing iHEAT the number of calls logged increased dramatically. Until you start measuring the number of corridor kidnaps, you don't get a true reflection of the number of issues out there," reflected Kang.

STREAMLINING SUPPORT

Using HEAT in the support centre has provided Hasbro with numerable benefits from increasing the uptime of SAP to boosting end user confidence in the support centre and decreasing time taken to fix call tickets.

When a call is logged it is given a unique reference number through the Auto Ticket Generator function. The reference number can be quoted by the user to track the progress of a problem and it allows the support team to escalate a problem to Second Line support if it cant be fixed by analysts on the front line. Where there was at one stage three people logging and allocating calls there is now only one person. "Because it take seconds to log a call and allocate it to one of the support team, we have had to rethink the way we work. Now, first line support analysts have a second line mentor which means that they are continuously learning new skills and therefore contributing more to the team," said Kang.

"By re-evaluating what we need from the system we have customised views for specific groups, so the SAP team can see instantly what is happening in the SAP environment. HEAT removes the gut feel factor, we have hard facts and figures to back up our decisions."

Todd Kang, Technical Support Analyst, Hasbro

LETTING USERS HELP THEMSELVES

In response to end users requests to offer a 'self help' service, Hasbro will be implementing HEAT Self-Service. The benefits will be twofold; by offering employees the opportunity to find their own fix before contacting the help desk they will reduce the number of calls to the help desk. The self help option also increases customer satisfaction by allowing users to find a solution to simple problems even outside the help desk's working hours.

To improve service delivery in the other European offices, Hasbro intends to roll out HEAT on the continent. "My colleagues in Europe have seen our HEAT operation and they want the same. They are currently on manual systems and paper simply does not provide the dynamic reporting we have achieved," said Kang.