



# Zane State College

» To support a growing campus and its myriad of technical equipment, Zane State College turned to BMC Track-It!

## BUSINESS CHALLENGE

» Provide support to a geographically diverse campus of 2,000 students and 400 faculty and staff

## BUSINESS BENEFITS

» Ability to process 400 work orders a month  
 » 90% customer satisfaction  
 » Fast access to data for campus audits  
 » Cost savings on personnel  
 » Instant visibility for management into work orders



### GEOGRAPHY

North America

### INDUSTRY

Education

### SOLUTIONS

BMC Track-It!

## THE CHALLENGE

Provide first call resolution to a growing campus population that is spread out geographically – Zane State College is a two-year technical college that prepares its students for immediate entry into well-paying employment. The college relies heavily on its 10 member tech support group to keep all technical equipment used by the students, faculty and staff running smoothly and available 24/7.

This equipment runs the gamut of PCs, PDAs, laptops, teaching equipment like projectors, routers, the wireless network and websites. The tech group must keep the equipment running for three main buildings, a remote campus, and a distance learning program which beams its curriculum to students throughout the local community. Finally, the tech group also supports the tech needs of faculty when they are doing offsite presentations.

Zane State College has relied on BMC Software almost since the inception of their help desk, beginning with BMC Track-It! version 1. Because they found the solution automated their help desk and resulted in superior customer service, they decided to build their help desk around it.

“We started with a one-man help desk using BMC Track-It! v.1,” said John Jacobs, Director of User Support Services. “It was the guy managing the academic computer lab. He would input work orders into BMC Track-It!, and then print them out and give them to a technician to work on.”

The method was adequate, but not scalable. “As time went on, there were calls missed,” said Jacobs. “Just one person was not enough to support a growing college.” Zane State College decided to expand its help desk personnel and build a larger tech support group revolving around BMC Track-It! and two add-on modules.

## THE SOLUTION

Add staff, inventory tracking, and call routing to support the growing volume – Zane State College gradually increased its help desk staff to 4 to accommodate the needs of 2,000 students and 400 faculty and staff. They installed every upgrade of BMC Track-It! and continually searched for new ways to increase the efficiency of the help desk.

“We can’t operate without it,” said Jacobs. Currently the help desk is handling an average of 400 work orders a month in the BMC Track-It! solution, with spikes as high as 600 a month. “Without BMC Track-It! it would be complete chaos,” admits Jacobs. “It is an integral part of our operation.”

## ROBUST REPORTING AND ASSET INVENTORY FEATURES KEEP EVERYONE INFORMED

“BMC Track-It! allows us to keep the flow of work orders going,” said Jacobs. “We use the call routing feature to provide excellent customer service.” When a call comes into the help desk, it gets routed from tech to tech until someone who is available answers the phone. If no one on the desk can answer it, then it gets routed to a cell phone that is always answered. “You always reach a live person with this system,” said Jacobs. “That means our customers always get their issues addressed.”

While many of the requests are for password reset, Jacobs says that most require the work of a tech. But Zane State College is trying to cut down on work orders in order to reduce call volume. “We are always trying to be proactive when it comes to IT requests,” said Jacobs, “by using BMC Track-It! to post documentation to help users solve their own problems before they become work orders.”

## MULTIPLE CHANNELS OF SUBMISSION KEEP CUSTOMERS SATISFIED

“Ours is a unique model of help desk,” said Jacobs, “and BMC Track-It! gives us the flexibility to create a unique desk that can best serve the needs of a campus.”

At Zane State College, the help desk is in a central location that accepts walk-ins. They take work orders over the phone, too, and they have one tech that monitors emails and creates work orders from the requests that come in.

“We take issues in a variety of channels,” said Jacobs, “and we are unique in that the tech taking the order also does the work on the issue. Sometimes we try to resolve the issue on the spot. If not, a work order is generated and assigned a tech and a due date.”

By taking in work orders in a variety of channels, the help desk provides its customers with many ways to report issues, which increases customer satisfaction.

## CUSTOMER SURVEYS HELP WITH PROCESS IMPROVEMENT

“We use the customer notification feature in BMC Track-It! to tell customers how we fixed the issue and that it is closed,” said Jacobs. “But we also use it to deliver a survey which provides valuable information.”

At the bottom of the notification, Jacobs’ team includes a link to a survey with a request for the customer to take a few minutes to help them with feedback. “The survey module provides an avenue for customers to communicate with us when it’s convenient for them,” said Jacobs. “And we get a lot of really good data on how to improve our help desk service.”

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JOHN JACOBS  
DIRECTOR OF USER SUPPORT SERVICES

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## CUSTOMIZATION PROCESS MAKES IT EASY TO ADAPT TO CAMPUS NEEDS

“The beauty of BMC Track-It! is that you can go in and modify it,” said Jacobs. “Other software packages are not flexible. With BMC Track-It! we can add text boxes, rename fields and change the look and feel of the interface to fit the unique needs of our organization.”

“What makes BMC Track-It! so helpful, is that it is straightforward,” said Jacobs. “It’s a very sophisticated system, but it is also very easy to use. Our help desk staff is very happy with it.”

## REPORTING FUNCTIONS THAT SUPPORT THE BUSINESS CASE

Jacobs uses the reporting functions to keep tabs on the performance of the help desk, and justify business needs. He uses BMC Track-It! to build custom reports that fit the information needs of the desk and management. “We run reports to look at work order metrics such as average time to complete by department, by month, by priority, by type, and so on,” said Jacobs. “We also look at how many work orders were completed as first call resolution, which is our goal. The reports help us keep an eye on how we are performing and how well we are keeping customers satisfied.”

The reports allow Jacobs’ team to see the larger picture of what assets, and what users, are creating the largest work load. “We can look at our reports and tell which assets are causing the most issues, and proactively work to reduce those problems. Same thing for users: We can identify customers who put in multiple work orders and we can work to proactively help that person solve problems before they become work orders. It makes us more efficient.”

The reports also allow Jacobs to justify hiring when necessary. “We recently hired headcount by showing management the data we collected which showed the increasing number of work orders, and the tremendous work load being placed on the help desk.”

## ASSET MANAGEMENT THAT HELPS CONTROL COSTS

“The BMC Asset Management module helps us keep tight control over all the tech equipment we have on campus,” said Jacobs. “We can associate users with assets and that helps us solve issues faster. We also generate a real time view of all our assets with just a few clicks that helps us with budgets and planning.”

Jacobs also uses the inventory capabilities to control IT spending. “We started adding purchase, lease and warranty information into BMC Track-It! for all our assets,” he said. “Now we know exactly what we paid for assets, and when a lease expires or a warranty expires. This way we have a much better idea of our spending patterns, and how much to budget for ongoing needs.”

## THE SOLUTION THAT SAVES TIME AND MONEY

“BMC Track-It! definitely saves us time when the auditors come,” said Jacobs. He was referring to the fact that as a college they rely heavily on grants for funding the school’s budget. Naturally, those granting the money want accurate information on where the money was spent.

“When the auditors come in on a quarterly or annual basis, it’s no problem,” said Jacobs. “We have all the data ready and waiting for them. This means we do not have to take time to hunt for the information, and we do not have to pull resources from help desk services. BMC Track-It! allows us to do our job better.”

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When it comes to running the help desk, Jacobs knows that BMC Track-It! keeps his personnel costs in check. "We would definitely need more help if we didn't have BMC Track-It!," he said. "It allows us to efficiently serve our client base with less bodies."

Jacobs also knows that his management team benefits from the BMC Track-It! solution. That's because his CIO actually uses BMC Track-It!. "Our CIO has a log in to BMC Track-It!" said Jacobs. "He regularly audits the work orders to make sure that service is being delivered on time, and he runs reports that he uses to keep track of performance and our asset inventory. It helps him better plan and budget for IT expenses."

### **GOING FORWARD: NETWORK MONITORING**

In the immediate future, Jacobs plans to implement the BMC Network Monitor module that Zane State College purchased for keeping a close eye on their computer networks.

"We're testing the system now, with plans to put it into place this year," said Jacobs. "We are very anxious to have instant notification if our servers go down. We'll use the auto notification feature and have a message sent directly to the cell phone of the tech on duty."

For now, Jacobs is pleased that BMC Track-It! helps him proactively manage IT issues and achieve high customer satisfaction marks. "Our goal is to be a first call resolution shop no matter what the problem. We don't want to drag out issues. BMC Track-It! helps us achieve our goals."

### **ABOUT ZANE STATE COLLEGE**

With a wide variety of two-year associate degree programs, certificate programs, workshops, and occupational skills training, Zane State College's experienced-based education provides high value at an affordable price. The reasons our students choose Zane State College are diverse. Many want a career that can help them provide a better way of life for their families and themselves. Others want a close-to-home option where they can earn the first two years of a baccalaureate degree before transferring to another college or university.

### **BUSINESS RUNS ON I.T. I.T. RUNS ON BMC SOFTWARE.**

Business runs better when IT runs at its best. That's why more than 25,000 IT organizations — from the Global 100 to the smallest businesses — in over 120 countries rely on BMC Software to manage their business services and applications across distributed, mainframe, virtual and cloud environments. With the leading Business Service Management platform, Cloud Management, and the industry's broadest choice of IT management solutions, BMC helps customers cut costs, reduce risk and achieve business objectives. For the four fiscal quarters ended March 31, 2012, BMC revenue was approximately \$2.2 billion. Visit [www.bmc.com](http://www.bmc.com) for more information.

