**CHAPTER 2**

**REVIEW OF RELATED LITERATURE AND RELATED STUDIES**

The review of the literature for this study focuses on related online help desk web applications. The chapter presents the definition of different help desk application, the problems and how it is addressed by the used of these related systems.

* 1. **Related Literature**

**Toshiba Canada with Kayako Help desk Software**

[Toshiba of Canada](http://www.toshiba.ca/) is a subsidiary of the Toshiba Corporation, one of the world’s largest integrated manufacturers of electronic products and semiconductors. Headquartered in Markham, Ontario, Toshiba Canada is well established as an $800 million Financial Post 500 company with more than 700 employees and more than 40 years of Canadian operations. [4]

Dealing with complex content management systems for brands in a number of sectors, it is not always possible for the Toshiba agents to answer customer inquiries from a single set of FAQs. It has to deal with many customers’ that needs support regarding the products or services. Using their old help desk made it such a hassle to log tickets. It was tough to show that they were providing a valuable service. The old system was very time consuming and delay of receiving requests or inquiries from the clients and customer. So they needed a state-of-the-art ticket management solution that would be flexible, stable and cost-efficient. The Toshiba in Canada had decided to use Kayakos’ Solution for their new help desk solution. [4]

Kayako help desk software is a well-established provider of web-based support desk software and live chat solutions. It has live views, search tool and retrospective reports. It can check on ticket volumes, response times, and a host of other statistics. [4]

With Kayako, they easily identify trends in the questions with their members are asking, and then use this information to guide their product development decisions.As tickets proceed through the system, Kayako provides clients and developers alike with an instant view of progress. Notifications keep everyone informed of major changes.[4]

Since 2009, Kayako has helped Toshiba to live by its customer care mantra of providing their clients with the support they need – quickly and thoroughly. It optimized how they handle the core of the business: user-generated content. It has also revealed a dramatic increase in user productivity and decrease in response time. Toshiba had found it easy to quantify exactly how productive and efficient they really are with the use of the help desk software. [4]

**Tumblr Using ZenDesk Help Desk Web Application**

Tumblr is one of the Internet’s most popular blogging platforms. The service, which launched four years ago, now hosts more than 19 million sites. People use Tumblr to share text, photos, quotes, links, music, and videos on the web. It is a place where creative people can share the things that they create and the things that they like (Marc LaFountain, 2009). [3]

The Tumblr team prides itself on ease of use and on how quickly its users can share the content around the whole Tumblr network. This focus on community building has led to some staggering growth. Monthly traffic to sites across the Tumblr network has more than doubled over the past six months – from about three billion to nearly seven billion page views.[3]

This growth has not come without its growing pains. More users mean more questions, more lost passwords, more feature requests, more software bugs. There have even been moments where the whole network has gone down due to the traffic spikes – when this happened, LaFountain says, his support team received 30 emails a minute.[4]

Tumblr’s service prides itself on ease of use. Tumblr lets you effortlessly share anything is what they claim on their website. So when a user does have a question or is experiencing some trouble with the service, they wants to make sure their support experience is also quick and effortless. The Tumblr team had tried a couple different services before trying Zendesk, but found they needed something that could help them automate a lot of their support tasks. They respond to almost all of the emails that they receive within 24 hours and they do those seven days a week, 365 days a year. And yet, they also need to do that as efficiently as possible. Rather than simply throw bodies at the support tickets, they do everything to automate as much as they can. [4]

The Tumblr support team uses Zendesk to ensure they are staying agile and efficient with their support processes, even when business is growing at a tremendous pace. They track ticket volume to see how and where there support requests are growing. [4]

Zendesk extends good help desk karma to any company looking to offer professional-grade support service with very little effort. Using the benefits of Web-based communications and social media, it has helped companies of all sizes move their help desk and customer support operations to the Web. Zendesk is built upon the idea that help desk support doesn’t have to be complicated and cumbersome. [4]

LaFountain ensures that Tumblr’s auto-replies remain effective by leveraging tags, feature in Zendesk. Tags are simply words, or combinations of words, you can use to add more context to tickets and topics. Every time a ticket is answered via auto-reply, Zendesk tags it; and is then surfaced through a view that collects every ticket which has received an auto-reply. [4]

Tumblr’s growth shows no sign of slowing. As more and more users discover the joys of sharing the things they create and like, Tumblr’s support team will continue to use Zendesk to support these customers quickly and effectively.[4]

**ReportGrid with Freshdesksoftware**

ReportGrid is an on-demand, hosted alternative to building and maintaining analytics and reporting solutions. Since its launch in 2011, ReportGrid has successfully turned big data problems that pretty much every SaaS provider faces, into beautiful visualizations that actually make business sense. [5]

John A. De Goes, President-Founder-CTO of ReportGrid, wanted a tool that was simple and robust enough to get the team started immediately. But he did not want to compromise on features necessary to deliver an exceptional service experience to customers either.[5]

After evaluating the alternatives, they knew wanted a multi-channel support system with a powerful API, an easy to update knowledge base, CRM integration and a clean, user-friendly interface for the customers. They also needed a community platform to engage and interact with their customers directly. [5]

ReportGrid tried out a number of solutions before narrowing the choice of Freshdesk. But because of its good features they had decided to use it then. And they are one of those customers who continually using it.

Freshdesk is the first customer support software that ReportGrid has ever used. With Freshdesk, ReportGrid has been able to reduce response times and expand beyond the traditional channels of support. Their favorite feature is multi-channel support. Having email, Twitter and Facebook all route to the same inbox provides a unified view of all customer problems no matter where they are. Now Freshdesk ensures that they respond to all requests for support which leads to new customers and happier existing customers.[5]

ReportGrid stands at the forefront of the movement to mine hidden insights in data and monetize them. It says a lot that ReportGrid, an innovative company themselves with the need for an equally innovative way to serve their customers, chose Freshdesk.[5]

**CarPro Drives More Responsive Global Support with IssueTrak Systems**

IssueTrak enhances the quality assurance because CarPro are now embedding the steps that service and support take to handle a call and investigate solutions. The steps are there to ensure that true quality is achieved, according to Rob Terpstra Owner and CEO CarPro Systems International.

Car rental and other fleet management companies around the world rely on ERP software from CarPro Systems International to run their businesses, from backend financials to managing customer accounts. With business-critical operations on the software, they count on CarPro’s customer support to be there when they need it.

The Netherlands-based company operates six support offices around the globe, for a 24/7 customer service operation. Whether he’s in the home office or another site, Rob Terpstra, owner and CEO, wants insight into customer issues and the ability to report on service delivery to drive improvements.

But as the company grew, its customer support application became increasingly more limiting. They wanted to create a workflow of each call, so they could better monitor how support was being delivered based on the customer's need.

After an extensive search, CarPro chose Web-based IssueTrak. IssueTrak provides the workflow capabilities that CarPro needs to move issues from entry to resolution in an efficient manner and with an automated customer survey option. Easily accessible online, the application allows all support locations to use one instance of IssueTrak, enabling support managers and Terpstra to view support status on a global level.

With one Web-based application they can monitor how their techs in Canada, Dubai and India are managing our customers' support experience. They can see everything for our global customer base in one place online, from anywhere.

Also critical to the decision was the ability to migrate more than 20 years of customer support history from the legacy application to IssueTrak.

In servicing our customer, they needed to see what was discussed years ago, especially when upgrading customers to a newer application. Maintaining the history file of all customers was a prerequisite of going to another solution.

IssueTrak assisted CarPro in bringing over 25,000 records from the company’s support history, taking just over a month to migrate the data and test the system. The IssueTrak team also provided training on the application, enabling Terpstra and team to begin using the system after just a few hours of orientation.

Now, nearly all customers submit issues via an “IssueTrak” link right on the CarPro website – a more cost-effective support model for customers and the company. From there, IssueTrak’s workflow ensures that every ticket is followed through successful resolution. Customers automatically receive email notifications when tickets are received, handled and closed.

IssueTrak enhances our quality assurance because we are now embedding the steps that service and support take to handle a call and investigate solutions. The steps are there to ensure that true quality is achieved, Terpstra said.

With IssueTrak, CarPro has also expanded its reporting options to understand calls by customer, location or technician, and create dashboards on the most critical performance indicators. For one customer, CarPro flexibly added fields to collect and report on certain metrics, supporting regular reports for this customer. Now with more insight than ever before, CarPro can continuously enhance its service delivery as well as its product.

IssueTrak develops, sells and supports issue tracking software. First released in 2000, its signature software package has become a robust platform for internal and external customer support, IT help desk, workflow management, and issue tracking throughout the enterprise. The 100% Web-based software is currently used by more than 1,500 companies in 35 countries, and across 54 major industry groups. Based in Virginia Beach, VA, the company is a Microsoft Gold Certified Partner and has been recognized with a number of awards, including the Inc 500, Inc 5000, and Deloitte Technology Fast 500.

**Automated Customer Support of Zoho CRM System with JetHub**

JetHub is a worldwide, on-demand charter service that offers private flights to more than 7,000 airports in the United States and abroad. The company utilizes the best aircraft operators, giving its clients access to the private jets they desire. JetHub’s executive team is dedicated to providing its clients the experience in private jet charter service that has been missing in the aviation industry. The JetHub team continuously evaluates the level of service they provide to their clients, making sure the client experience is beyond their expectation.

JetHub needed a better way to manage its customer information. The company had been managing some of its customer information with an industry-based, online quoting system. However, the quoting system was “wide open” to anybody with access to the system, leaving JetHub sales reps with no way to protect or secure their customer lists.

The other challenge was finding a way to support the distributed workforce that makes up the JetHub team. While the company is headquartered in Scottsdale, Arizona, its seven employees are spread across the country.

There are only three of them in the same state, and they still all work remotely. They don’t have an office we go to. This is a completely virtual company, according to Kevin Lippert, president of JetHub. He added also that they had to find a cloud-based system that would support their distributed workforce and help them protect their employees’ information – their client information – so access could be restricted to authorized users.

In selecting an online CRM solution, Lippert relied on third-party experts for guidance when evaluating and selecting an online CRM solution. Ultimately, JetHub selected Zoho CRM due to its functionality, ease of use and customization, and price.

Lippert did not have any formal experience with a CRM system and just a newbie. He added that Zoho CRM had everything he needed. And he like that they could customize it on their own – forms, layouts and labels, and all that was easy for them to customize, without any technical knowledge per se. And the price is very competitive.

Lippert values the security levels that are built into Zoho CRM, which let JetHubeasily grant or deny users access to any of its customer data. JetHub also integrated the industry quoting function into its Zoho CRM installation, customizing Zoho CRM to mimic the same industry-specific form layout presented by the quoting system. As a result, JetHub was able to cancel the online quoting service and pocket the savings.

Finally, Lippert has gone from CRM newbie to CRM administrator and now manages the company’s use of Zoho CRM. In that capacity, Lippert notes the advantage of Zoho CRM integration with Google Apps. He said that a big reason they went with Zoho was because we’re a Google Apps customer. They use a lot of tasks and events in Zoho CRM, and they post those events to our Google calendar. And they’ve set up mail integration, so the emails they send from Google Apps, they have them in Zoho and vice versa.

With Zoho CRM, JetHub now have complete visibility of their clients and client interactions. They also have an easy way to follow up on the leads they get from their website. Zoho CRM lets them disperse those leads to their team, and set up some automated processes, alerts and tasks to make sure that they give their customers the best possible service and support.

Meanwhile, the security advantages of Zoho CRM translate to thousands of dollars. Lippert said that their sales reps are independent contractors, often with their own client list. He also added that being able to secure access to that information could easily save them thousands in business that could otherwise walk out the door in the event of a data breach.

**Telelogic successfully managed their company with ServiceDesk Plus**

Telelogic was founded in 1983 with headquarters in Malmo, Sweden, and U.S. headquarters in Irvine, California.Telelogic is the leading global provider of software and services for Enterprise Lifecycle Management (ELM). Telelogic products go beyond Requirements Management and Application Lifecycle Management (ALM) by combining the voice of the customer with business objectives to drive development of products, applications, advanced systems and software.

After years of using different global tools and processes Telelogic AB with 25 offices located around the world, 1200 employees and 35 IT staff, started to search for a global Helpdesk and Network Monitoring tool.Telelogic recognized that a lot of time and money could be saved by using already established solutions, documentation and troubleshooting tips.

At the same time it would be a great advantage to be able to combine integrated monitoring and escalation systems with a system that has the capability to raise a helpdesk case when a defi­ned threshold had been exceeded. One issue that had to be considered was the difficulties the IT department had in enforcing global IT policies and standards since the different tools used regionally did not enforce their global best practices.

Having a global solution like ServiceDeskPlus made Telelogic’s IT team around the world to work on requests and problems wherever they arise, not just in their own region. us ensuring far better use of competence and resources. During the last twelve months,Telelogic was able to process more than 36,000 helpdesk requests. The majority of requests arrived via email and was processed according to business rules based on organizational groups, key words, and locations.

Telelogic is currently using ServiceDesk Plus with 50 Technicians license. They run their server in a VMWare environment but SDP oers to keep the request database on Telelogic’s inbuilt corporate SQL server database used for all corporate database systems.Telelogic servers are based in Malmo but there IS/IT teams are based around the world with about 18 team members in Asia, 14 in Europe and 18 in North America. SDP recently offered them to use the inventory module to scan their computers and provide them with highly needed information about software usage and license compliance.

On evaluating helpdesk tools extensively they found Remedy’s Service Desk Express despite its great potential required too much tuning and con­figuration to give them the value they were looking for. Then their technician stumbled overServiceDesk Plus and suggested that they evaluate. The installation convinced their entire team that this is the right tool for their needs and organization, according to Michael Gerisch, SVP, Telelogic.

Everything they were looking for was there in ServiceDesk Plus: AD integration, web-interface for technicians and users, self-service portal, solutions database, inventory module, service and device monitoring, in fact, it was more than they were looking for. After two weeks of testing and con­figuration they rolled out the system in October of 2006, with buy-in from all global offices. That in itself was impressive! What they saw was that the tool was so intuitive that technicians were able to get up to speed with a minimum of documentation and training, (Michael, 2006).

On implementing ServiceDesk Plus, Telelogic is now able to handle 36,000 requests per year with 50 technicians.

ServiceDesk Plus is web-based helpdesk software that helps you manage all your communications from a single point. It offers an integrated Request management (Trouble Ticketing), Asset management, Purchase order management, Contract Management, Self-Service Portal, and Knowledge Base. ServiceDesk Plus packs all the modules at an affordable price.