THINK OUTSIDE.

software company reaps the rewards of a global partner

The BPO practice of KellyOCG® designs an outsourced solution for a global print management giant, yielding significant savings and helping the company improve and expand its service across the United States and Canada.

Equitrac® is a Florida-based company that provides print management and cost recovery software to more than 25,000 corporate, legal, education, healthcare, and financial services customers in 70 countries. The company has operated for 30 years and now services more than 50 percent of the top 20 U.S. legal firms and more than 10 percent of the *Fortune 500*® companies.

After struggling to optimize a full-time technician support and service team and provide face-to-face service in the U.S. and Canada, Equitrac turned to the Business Process Outsourcing (BPO) practice of Kelly Outsourcing and Consulting Group (KellyOCG) to create a solution that would operate much more efficiently and effectively.

The challenge

Equitrac had a team of 38 full-time technicians to support and service its locations across the U.S. and Canada. The technicians installed, moved, added, and changed counting devices on printers for a large clientele consisting mostly of law firms. They also addressed training and service related issues—often on a remote basis—as required.

Though the technicians enjoyed strong relationships with Equitrac clients and met or exceeded their objectives, Equitrac still struggled to fully utilize the specialized workforce. There

Results at a Glance

CHALLENGE
- Utilize a workforce of technicians in the most efficient, effective way possible
- Provide timely support to clients across the U.S. and Canada
- Provide face-to-face support regardless of location

SOLUTION
- Created an outsourced solution that utilizes a workforce of KellyOCG field technicians
- Created a centralized management team to coordinate all activities, train the workforce, and report performance results
- Leveraged the extensive branch network and recruiting expertise of Kelly Services

RESULT
- A scalable workforce model that meets global requirements as needed
- Cost savings and cost avoidance totaling $750,000 in year one
- Increased next-day time-to-resolution average from 30 percent to 86 percent and second-day on-site time-to-resolution from 41 percent to 95 percent in year one

was extensive downtime between jobs, costing the company thousands of dollars each year.

Another issue was the high cost associated with sending the technicians to do on-site work. The only

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cost-effective alternative was choosing which customers would receive face-to-face service and which would receive virtual service. The result was less-than-satisfactory installation or service response times and the loss of critical face-to-face support.

"The logistics of having a limited pool of technicians responsible for supporting such a large area spanning two countries was simply not sustainable or cost-effective," said Scott Wade, a KellyOCG solutions architect and subject matter expert in business process outsourcing. "Equitrac needed a solution for greater reach, better response time, and cost savings without sacrificing the high quality of service their clients were used to."

The solution

Equitrac realized that the transition to a flexible workforce who were properly trained to provide technical support on an as-needed basis could provide significant improvement in customer satisfaction and cost savings. To do this it would need a workforce partner with expertise in business process outsourcing and an extensive local network.

The project began with the creation of a core management team that consisted of three full-time KellyOCG employees with expertise in BPO—a program manager and two associate dispatchers—based at KellyOCG headquarters in Troy, Michigan.

KellyOCG partnered with the Kelly Services® branch network to recruit and identify a team of field-based technicians. Supported by the management team in Troy and full-time KellyOCG technicians strategically located across the U.S. and Canada, the field-based employees were required to successfully complete a co-developed, two-hour training course before being dispatched to a client.

Equitrac and KellyOCG implemented the solution in phases to ensure all of the assumptions that went into building the program could be validated or corrected without negatively impacting the customer base. The implementation began in the western U.S. before moving east where most Equitrac clients in North America are located.

With the design and strategic implementation of this outsourced solution, KellyOCG took complete control of the employment, training, and management of field-based technicians. This allowed Equitrac to devote its time and resources to core business needs.

The results

KellyOCG took over the employment and management of the new workforce in August, 2010, and its implementation was a success. The new model provided significant cost savings, greatly reduced response times, improved quality of service, and overall client satisfaction.

With the initial transition complete, the management team was able to deploy as many as 110 KellyOCG field technicians across the U.S. and Canada, resulting in more than three times the number of technicians on the road. The change came with almost no impact to Equitrac business and its clients, a direct result of the formalized change in management methodology headed up by KellyOCG.

KellyOCG estimated the customer saved $750,000 in the first year. Equitrac realized significantly improved customer satisfaction with a next-day time-to-resolution increase from 30 percent to 86 percent and second-day on-site time-to-resolution increased from 41 percent to 95 percent in year one.

Equitrac was able to achieve wider client reach and greater customer satisfaction while reducing the total cost of the installation and support of its products with the new outsourced solution. And Equitrac management could be confident in concentrating on more strategic areas of its business, knowing that KellyOCG was there to manage every aspect of the new workforce solution.

For more information on how KellyOCG can solve your business challenges, visit **kellyocg.com**.

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